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STAR ROSES

SPRING
1940

HERE IS YOUR

STAR GUIDE to



THE STAR ROSE TRADE-MARK

is a durable, celluloid, star-shaped tag bearing the name of the Rose on back. You have the satisfaction of always knowing a Star Rose by name when it blooms. Insist on having the Star Rose Trade-Mark on every Rose plant you purchase. A red circle on a Rose tag is the mark of a Conard-Pyle Co. plant patent.

STAR ROSE GUARANTEE

We guarantee every Star Rose to bloom the first blooming period after purchase; failing which we will replace the plant or refund its cost.

For more than *thirty-two* years we have been living up to the terms of this guarantee. The guarantee does not make the Roses bloom; it is the quality of the plants which enables us to make the guarantee.

Dr. J. Horace McFarland, Harrisburg, Pa., writes October 23, 1939: "Just a few moments ago I had a telephone talk with H. L. Erdman, of Hershey (Director of Hershey Rose-Garden), and he told the same story that R. Marion Hatton (Secretary of the American Rose Society) told: That the Roses at West Grove were the best he had ever seen anywhere."

This firm is working to supply the folks who want the *best Roses that can be grown*. There are many places where one can find and purchase second-rate Roses—but the sources where you get only the best are few. We aim to lead the latter group. Long experience and training has taught us how to produce and deliver better-than-average plants. Every year we learn something new. But this idea is not new, that when you pay a bit extra and get FIRST-RATE ROSES, you make a good investment. So, our constant aim is, not to grow Roses as cheaply as we can, but as good as we can. We spend whatever it takes to grow "The Best Roses for America." For 42 years we have been striving to improve our standard: "The Best Roses for America."

A few of our earlier patrons will recall that this Rose-growing enterprise was first erected on the foundation of experience, and by the same Rose-growers who pioneered in starting America's first National mail-order Rose business here in West Grove, Pa., in 1868.

Within the memory of the present writer, who trained under those pioneers, we have tried growing our Roses in Georgia, in North Carolina, and in Virginia. We tried Roses grown for us in California and in the Pacific Northwest, but from none of these states did we get as excellent Rose plants as we produce here, budded low on Multiflora japonica seedlings, in the rich clay loam of this "Garden County" of southeastern Pennsylvania. And this year's crop, the latest—tops them all.

We still believe it pays to stick to one thing and to do that one thing well.

Everyone wants plenty of good blooms. To produce them, you must have good Rose plants. How can you be certain, when you order, that you will get good Rose plants? Because, like flower seeds and diamonds, the outside appearances of a Rose plant may be deceiving. One important safeguard is to deal with a reliable firm.

Star Roses, for the most part, are two-year-old tops on three-year-old roots of Multiflora japonica seedlings, eastern field-grown No. 1 plants, i. e. top grade. All second grade are thrown out. If, in our grading, extra-large sizes appear, they go right in with No. 1 grade.

STAR ROSE-GARDENS • THE CONARD-PYLE CO.



FRONT-COVER ROSE

★**MME. CHARLES MALLERIN.** H.T. (C. Mallerin, 1939.) Propagation rights reserved. When the first blooms of this Rose appeared in our test-garden they were so beautiful and so different from other Roses that No. 2936 was immediately "spotted" as a really new color and a coming variety if the habit of growth, the health and productiveness of the plant passed our rigid test for a new Star variety. It proved to be what was hoped for it, a

healthy, upright-growing, sturdy plant with lovely foliage and flowers of attractive form and enchanting color. The long, salmon-orange buds stand erect as sentinels on thick, sturdy stems above the large, leathery, ivy-green foliage, and expand slowly to 4-inch, 40-petaled flaming orange-salmon blooms with a faint veil of scarlet, which imparts an iridescence that gives a distinct individuality to this Rose. The heavy-textured petals recurve and make a beautiful flower. Sweet-clover fragrance. *Gold Medal, Saverne.* \$2 each; 3 for \$5.+

Order Early and Save

You save in three ways—(1) 5% in cash, (2) Delivery charges—see below, (3) You save disappointment from stock being "all sold". On arrival of your order your plants are selected and reserved from full stocks, for shipment at planting time or on date you direct.

5% DISCOUNT

You May Deduct 5% If Your Order, WITH
C A S H , Reaches Us by March 10, 1940

Delivery Prepaid Until April 10th

➔ **Note:** This free delivery offer closes April 10, 1940 ➔

We prepay delivery charges on all orders received up to and including April 10, 1940, except on Tri-ogen, Tree Roses and Boxwood Edging.

IT PAYS TO ORDER EARLY AND SAVE

Order Early and Save

to save in three ways—(1) 25¢ in cash, (2) Delivery charges—see below, (3) You save disappointment from stock being "all sold." On receipt of your order, your plants are selected and reserved from full stock, for shipment at planting time or on date you direct.

25% DISCOUNT on the cash price of all plants ordered by April 10, 1940. Plants ordered by April 10, 1940.

Delivery Prepaid Until April 10, 1940

IT PAYS TO ORDER EARLY AND SAVE
We prepaid delivery charges on all orders received up to and including April 10, 1940, except on Illinois, Ohio, Kansas and Oklahoma orders.
Note: The free delivery offer closes April 10, 1940.

GOOD ROSES



There is another difference in Rose plants that may remain hidden until blooming-time comes. Just as a thorough-bred horse, when the time comes for his race, other factors being equal, wins out, because of his background of breeding and care, so Star Roses in their bloom-ability demonstrate the extra care with which they have been grown and handled. When buying Roses, it pays to buy directly from a firm who knows, by long experience, how to train Rose plants to win races in producing the most and finest Roses in your garden.

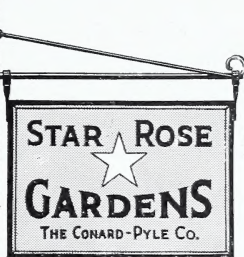
WEST GROVE, PA.

Robert Pyle
President

Mr. Pyle

is here seen holding in his left hand a sample plant of the new Pixie, one of the Miniature Roses, described on page 31. Don't overlook our introduction of these fascinating novelties, valuable because so tiny, yet so exquisitely perfect.

In his right hand is shown a dormant Star Rose Plant just as topped when dug. It has yet to be pruned for planting. Not all Roses grow like that.



Visit Star Rose-Gardens!

Combine your trip with a visit to 1940 New York World's Fair. Spend a night here (at Red Rose Inn) and enjoy the sunset tints and sunrise glow and diamond dewdrops on the blooms of 250,000 Rose plants. There is no better way to select Roses for your own garden. Garden clubs, more and more, visit us and call it a "Rose Day." We provide guides and even Rose talks.

Star Rose-Gardens are located on U. S. Route No. 1, 40 miles from Philadelphia, 65 miles from Baltimore, and 10 miles from U. S. Route No. 30, all approaches marked by above sign.

QUANTITY PRICES

On Patented Roses marked * and on Rose Collections there is no further discount.

The total number of all the Roses you order will determine which price you use for the Roses with price marked *.

On Roses with "each" price marked * you are entitled to rates as follows:

Less than 12. A	12 to 24 B	25 or more C
75c.	70c.	65c.
85c.	75c.	70c.
\$1.00	90c.	85c.
1.25	\$1.10	\$1.00
1.50	1.30	1.20

Above prices do not apply to Patented Roses marked *

If your entire order is for
Less than 12 Roses, use prices in column A for Roses marked *

12 to 24 Roses, use prices in column B for Roses marked *

25 or more Roses, use prices in column C for Roses marked *

If you send too much cash, we will include extra value, or, if requested, refund amount overpaid.

"How to Grow Roses"

18th Edition entirely revised

By J. Horace McFarland, L.H.D. and Robert Pyle

192 pages; cloth-bound book
32 pages in natural colors

Tells and shows how to plant, prune, spray, tie, cut and grow.

Price, \$1.10, postpaid
(Formerly \$2) or, with a \$10 order, only 60 cts., postpaid



"SUCCESS WITH ROSES"

A 12- or 16-page Rose Magazine

Each issue (March, April, May, and October) is illustrated and full of valuable information about new Roses, Rose people, and Rose events, etc. It will keep you up-to-date in all Rose activities.

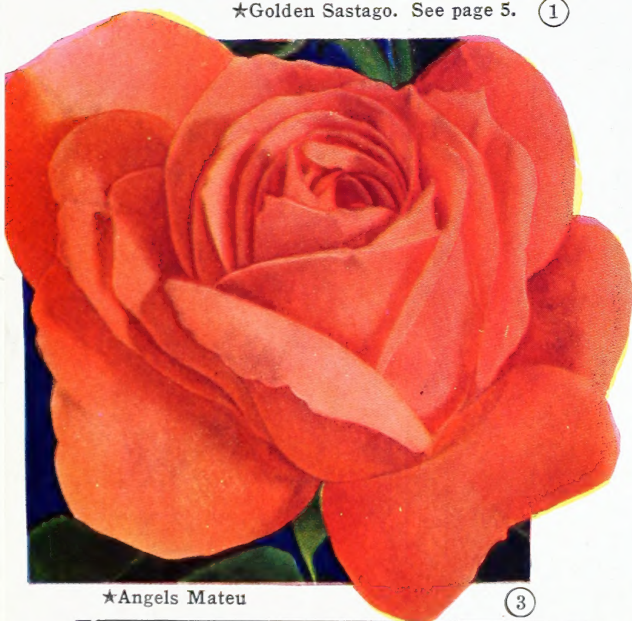
"Success with Roses" for a year will be sent **free** on request with orders of \$5 or more. Regular price 25c, or one copy **Free** on request with every order.



★Golden Sastago. See page 5. ①



★Crimson Glory ②



★Angels Mateu ③

OUR RESEARCH DEPARTMENT has the new Roses of the world under constant study. Our Test-Garden of nearly a thousand varieties, not yet on the market or only recently introduced, is the most fascinating Rose-sight in this part of the United States. We adopt new kinds for sale only after actual tests or closest personal study where grown. There is no other firm in America, we believe, whose representative has so frequently toured Europe for the exclusive purpose of finding and obtaining the best of the newest Roses for Star Rose patrons. We are representatives for many of Europe's leading hybridizers. You will find a high percentage of award winners among our introductions of the past ten years.

★**New Rose—Mme. Charles Mallerin**, our proudest introduction this year in the Hybrid Teas, is shown on the front cover. This glorious new color in a Rose captivated the attention and won high favor in the eyes of the multitudes of visitors to our fields last summer. For Europe's leading hybridizer, at the apogee of his career, to name this triumph in honor of his wife can mean but one thing—his belief in its high destiny. \$2 each; 3 for \$5.†

Parade

RECENT NOVELTIES

★**ALICE HARDING.** H.T. (C. Mallerin.) Pat. 202. Yellow. Ovoid buds of deep yellow open to golden yellow blooms which age to lighter yellow but do not become white. Rich honey fragrance. \$1.50 each; 3 for \$3.75.†

★**ANGELS MATEU.** ③ H.T. (P. Dot.) Pat. 174. Orange-rose. This delightfully different Rose from Spain is an easy winner when in competition with others in its color class. The beautiful, full-petaled blooms of orange-rose come singly and erect on firm stems, well above the dark green, leathery foliage, and have a delicious fragrance like ripe raspberries. We have glowing reports of the beauty and fragrance of this Rose from keen rosarians from Maine to California, one of whom states, "it is easily the best of the 225 varieties" in his garden. *Gold Medal, Bagatelle.* \$1.25 each; 3 for \$3.15.†

★**BRAZIER.** Page 6. ② H.T. (C. Mallerin.) Flame-scarlet. The beautiful, vividly colored blooms of Brazier suggest a glowing bowl of fire, and these blooms come freely on a plant well furnished with lovely foliage. The pointed buds are burnt-orange and open to a flaming, glowing color that is outstanding in any garden. Best when planted in partial shade. \$1 each.*

★**CRIMSON GLORY.** ② H.T. (W. Kordes Sons.) Pat. 105. Deep crimson. When this Rose first greeted the delighted eyes of the originator, Wilhelm Kordes, he had not the slightest difficulty in selecting a name, for it has a glorious, velvety crimson color. It is perfect in form and produces magnificent blooms of such delicious fragrance that this alone would urge you to own it. One customer says he is "glad for a chance to rave, as it is absolutely tops in red Roses." *Two Gold Medals and other awards.* \$1.25 each; 3 for \$3.15.†

★**DICKSONS CENTENNIAL.** H.T. (A. Dickson & Sons.) Pat. 223. Crimson. A large Rose with long-pointed buds that develop into artistic, loose-petaled blooms of deep crimson with a glowing strawberry-red center. The informal arrangement of the petals makes this grand Rose different and desirable. \$1 each; 3 for \$2.50.†

★**DICKSONS RED.** Page 7. ② H.T. (A. Dickson & Sons.) Patent applied for. Scarlet. This is the latest, and considered the best recent red from the world-famous Dicksons of Ireland. Also voted "tops" by The All-America Rose Selections, Inc. The illustration on page 7 shows the perfect form and petalage but does not convey its rich fragrance or tell of its defiance of the hottest summer sun without losing color. \$1.50 each; 3 for \$4.05.†

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THE CONARD-PYLE CO.



★Rocheport. See page 7. ①



© ★McGredy's Sunset. See page 6. ②



of the Stars

★**ETERNAL YOUTH.** Page 6. ① H.T. (D. Aicardi. Pat. 332. Clear pink. You will be enchanted with the fresh youthful beauty of this Rose from Italy. The exquisitely formed clear pink blooms are at times suffused with salmon and they stand firm and erect, with the poise of aristocrats, which they really are in the Rose World. A charming, new pink Rose. **\$1.50 each; 3 for \$3.75.†**

★**FIESTA.** H.T. (Armstrong, 1940.) Pat. applied for. Here is the most truly novel Rose for 1940. The ground-color is creamy white and the large, full blooms are thickly marked with even, narrow stripes of pink, charmingly unique and totally unlike any other Rose or flower. Visitors to our Rose-fields were charmed with the unique festive appearance of this most unusual Rose. **\$2 each; 3 for \$5.†**

★**GOLDEN SASTAGO.** Page 4. ① H.T. (P. Dot.) Buttercup-yellow. Another great Ever-blooming Rose from Spain which we might call a sister of the lovely Radio (see page 6) for both are sports of the great Condesa de Sastago, and all are noted for splendid robust growth, remarkable freedom of bloom, and rich Rose fragrance. Early in the season you may find tints of apricot on Golden Sastago, but they disappear later and leave a clear, gleaming yellow, deliciously fragrant flower in a setting of superb dark foliage. **\$1.25 each.***

8 NOVELTY ROSES \$9.85

VALUE \$11.50

	Each
★ Angels Mateu. Pat. 174. Orange-rose. See page 4.	\$1 25
★ Crimson Glory. Pat. 105. Crimson. See page 4.	1 25
★ Eternal Youth. Pat. 332. Clear pink. See above.	1 50
★ Golden State. Pat. 303. Golden yellow. See page 32.	1 50
★ Lily Pons. Pat. applied for. Light yellow. See page 6.	1 50
★ Mme. Henri Guillot. Pat. 337. Rich pink. See page 6.	1 50
★ McGredy's Sunset. Pat. 317. Yellow. See page 6.	1 50
★ Ramon Bach. Pat. 366. Apricot-buff. See page 7.	1 50

ASK FOR OFFER NO. 5

*See Quantity Prices, page 3

†No further discount

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Star Rose-Growers ★ West Grove, Pa.



★Mme. Henri Guillot. See page 6. ③

Here are three unsolicited comments on Mme. Henri Guillot Rose. See above. Description and price, page 6.

"The top Rose with us has been Mme. Henri Guillot—not only by actual judges' scores, but by the unanimous acclaim of visitors through the summer." * * *

"They are the most beautifully formed and strikingly colored things I have ever seen." * * *

"With us, this one has everything you could ask for in a Rose. Present blooms are almost unbelievably beautiful."



EVERBLOOMING



© ★Eternal Youth. See page 5. ①

★**LADY LEONFIELD.** H.T. (Burbage.) White. From our trial-grounds, after careful testing for two years, we chose this as the finest among the season's new white Hybrid Teas. The buds are long shaped and open to creamy white, long-stemmed flowers with rich, penetrating Rose fragrance. **\$1.50 each.***

★**LILY PONS.** H.T. (Brownell.) Pat. applied for. Sulphur-yellow. Hailed as a sub-zero Rose that northern people can plant without fear of winter-kill. The large sulphur-yellow buds come on vigorous, healthy plants and turn a beautiful near white. **\$1.50 each; 3 for \$3.75.†**

★**MME. HENRI GUILLOT.** Page 5, ③ H.T. (C. Mallerin.) Pat. 337. Deep pink. The beauty of this Rose is so exciting to the emotions that one writer says, "if it were any more perfect he could not stand it." (See other comments below the picture on page 5.) It is lovely in both form and color. The large, artistic, urn-shaped buds open to camellia-like, 20-petaled blooms about 5 inches across, watermelon to raspberry-pink in color. *Gold Medal, Bagatelle.* **\$1.50 each; 3 for \$3.75.†**



★Brazilier. See page 4. ②

★**MRS. FRANCIS KING.** H.T. (J. H. Nicolas.) Pat. 253. Cream-white. One of the finest white Roses, not free in bloom but each large, full-petaled flower is a prize. It opens cream-white and eventually turns pure white. **\$1 each; 3 for \$2.50.†**

★**POINSETTIA.** H.T. (Howard & Smith.) Pat. applied for. Scarlet. An exquisite flower with long-shaped buds that open to glowing blooms of brilliant poinsettia-scarlet, quite different from any other red Rose. Each flower is a real gem. **\$1.25 each.†**

★**RADIO.** ③ H.T. (P. Dot.) Pat. 197. Yellow and carmine. This two-colored Rose is one of the most appealingly lovely varieties produced by Pedro Dot. The ground-color is always a clear, shimmering, primuline yellow, and the charm of Radio consists in the carmine stripes and marks never being the same on any two flowers, thus lending an endless pleasure throughout the growing season in noting, each time a flower unfolds, what kind of artistic markings Dame Nature has selected. Radio provides more continued delighted interest than any other Rose. Its delicious fragrance is an addition to its other charms. **\$1 each; 3 for \$2.50.†**

★Radio

*See Quantity Prices, page 3

†No further discount

③



NOVELTIES

★ **RAMON BACH.** ① H.T. (P. Dot.) Plant Patent 366. Apricot-buff. The vigorous-growing, healthy plants produce their immense, apricot-buff blooms singly on erect, wiry stems, each flower a prize by itself. Although large and full petaled, this Rose is so vitally vigorous that the blooms come consistently all through the growing season. Fruity fragrance. **\$1.50 each; 3 for \$3.75.†**

★ **REX ANDERSON.** H.T. (S. McGredy & Son.) Pat. 335. Pale lemon. This Rose is a delight with its perfect form and unusual fragrance that reminds one of sweet peas. A fine Rose for exhibition. **\$1.50 each; 3 for \$3.75.†**

★ **ROCHEFORT.** Page 5. ① H.T. (C. Mallerin.) Pat. 191. Orange-old-rose. You will be pleasantly thrilled when Rochefort presents its first blooms, for the orange-old-rose color is really unique and delightfully different from any other Rose. **\$1 each; 3 for \$2.50.†**



★ **Ramon Bach** ①

★ **R. M. S. QUEEN MARY.** H.T. (H. A. Verschuren.) Pat. 249. Salmon-pink. The form, color, and fragrance of this Queen of Flowers are all alluring. Long buds open to firm-petaled, long-lasting flowers of salmon-pink, suffused with orange, and are produced all season, but not profusely, for they have the excellent habit of coming one on a stem on tall, erect canes. This is one of the choicest new Roses. Awarded 4 Gold Medals. **\$1.50 each; 3 for \$3.75.†**

★ **SATURNIA.** ③ H.T. (D. Aicardi.) Pat. 349. Bicolor. Beautiful form and attractive flame-like colors of red and copper make this an outstandingly lovely Rose. It has given a great performance in our garden and bloomed freely on erect stems. The spectacular flowers, with their rich fruity fragrance, are long-lasting when cut. Gold Medal, Rome. **\$1 each; 3 for \$2.50.†**



©
★ **Dicksons Red**
See page 4 ②

★ **SEQUOIA.** H.T. (J. Verschuren-Pechtold.) Pumpkin-flesh color. A vigorous, upright-growing Rose with flowers produced singly on strong, wiry stems. The color is a luscious pumpkin-flesh, suffused apricot, shading lighter at the edge of the petals. Very free bloomer. **\$1.25 each.***



★ **Saturnia**
③

4 Glorious New Roses \$5.00

VALUE \$6

- ★ **Ramon Bach.** Apricot-buff. See above. **\$1 50**
- ★ **Dicksons Red.** Scarlet. Above and page 4 **1 50**
- ★ **Mme. Charles Mallerin.** Orange-flame. Front cover and page 2. **2 00**
- ★ **Saturnia.** Red and copper. **1 00**

ASK FOR OFFER 7

*See Quantity Prices, page 3

†No further discount

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Star Rose-Growers ★ West Grove, Pa.



EVERBLOOMING

69 STANDARD VARIETIES



★Ami Quinard ①

★**ALEZANE.** H.T. Pat. 116. Apricot. Bud urn-shaped, large, reddish brown; flowers cupped, opening to sorrel, unfurling from sorrel to rich apricot, and reverse of petals sorrel veined with yellow. An early bloomer. **\$1.25 each; 3 for \$3.15.†**

★**AMELIA EARTHART.** H.T. Pat. 63. Yellow. Noted for immense, fully double flowers which come singly on strong stems and are long lasting when cut. Extremely fragrant. **\$1.25 each; 3 for \$3.15.†**

★**AMI QUINARD.** ① H.T. Black-lustered red. This is the favorite deep red Rose in many gardens. It blooms continuously, producing dainty pointed buds of deep ox-blood red that make lovely boutonnières. The artistic, semi-double blooms are heavy textured, have delicious fragrance, and are shining crimson-maroon in color. Every petal reminds one of the rich luxurious beauty of deep crimson velvet. **85 cts. each.***

★**AUTUMN.** H.T. Burnt-orange, red, orange, and pink. A rainbow of autumn's glorious colors is produced by this splendid Rose throughout the growing season. The straight buds of deep burnt-orange open to 3-inch flowers of the same burnt-orange stained and splashed with red, orange, and various shades of pink. **85 cts. each.***



★Betty Uprichard ③

We head these "Standard Varieties" because they have graduated out of the Novelty Class and are now recognized as Roses that have "made good" in gardens in every state from North to South. Also they all have our full endorsement.

In this standard list of Hybrid Tea Roses you have the entire range of shapes and sizes from which to select, such as the charming single Rose, Dainty Bess (shown below), the high-centered exhibition Rose or the more globular Golden Dawn, illustrated on page 17. In colors are the various shades of red, pink, yellow, and exquisitely tinted tones, also whites.

We realize the difficulty amateurs often have to select; so throughout the standard pages we recommend a number of collections at reduced prices, the most famous of which, and justly so, is the Star Dozen, offered on page 16.

Try some of these Everblooming Roses. They are an investment in pleasure that will pay big dividends year after year in colorful, fragrant blooms to enjoy in your garden and also provide blooms for the more intimate indoor enjoyment, that exquisite touch of beauty such as Roses alone can give.



★Dainty Bess. See page 9. ②

★**BETTER TIMES.** Page 9. ② H.T. Pat. 23. Cerise-red. The brilliant cerise flowers are large, double, and delicately fragrant. They come singly on long, strong stems and are ideal for cutting as they are notably long lasting and easy to arrange, for the stems are practically thornless. With us in bloom almost continuously from June until hard frost. **\$1 each; 3 for \$2.50.†**

★**BETTY UPRICHARD.** ③ H.T. Carmine and salmon. Buds are medium size, long pointed, and open to large, semi-double flowers. In color this Rose is in a class by itself with its beautiful, harmonizing shades of carmine and salmon rising from an orange base on firm, thick-textured petals that hold their form and color for a long time after the flowers are cut. The open blooms are spicily fragrant. **75 cts. each.*** See Beginners' Set, page 9.

★**CATALONIA.** H.T. Orange-scarlet. The buds are deep rich carmine stained with orange and open to 50-petaled flowers of glowing orange-scarlet. Richly fragrant. No other Rose matches Catalonia in color and it simply glows like a beacon in our gardens. **\$1 each.***

*See Quantity Prices, page 3
†No further discount

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THE CONARD-PYLE CO.



STAR ROSES

★ **CATHRINE KORDES.** H.T. Carmine-scarlet. This magnificent, full-petaled Rose, with rich bronzy foliage, has large, well-formed flowers of glowing carmine-scarlet that come singly on erect, strong stems. It has grown in favor with us year after year and we heartily recommend it. **\$1 each.***

★ **CHARLES K. DOUGLAS.** H.T. Scarlet-crimson. Lustrous scarlet-crimson flowers, 4 inches in diameter, gracefully loose in form, are freely produced on big, bushy plants which are easy to grow. **75 cts. each.***

★ **CHRISTOPHER STONE.** Page 17. ① H.T. Scarlet-crimson. A thrilling Rose in every way from the bud stage until the petals drop. It is unsurpassed for intense damask fragrance and seldom shows a trace of blue in the color. This is one of the newer Roses that has come to stay for it is "tops" in the reds for quantity of bloom and vivid color. **\$1 each.*** (See "Star Dozen," page 16.)

"Have heard your Roses described in glowing terms and am waiting to start my Rose-garden."—Mrs. H. D. W., Northville, Michigan.
Order No. 18091



© ★ **Better Times.** See page 8

★ **CONDESA DE SASTAGO.** Page 16. ① H.T. Red and yellow. The buds are chrome-yellow and seem to promise a yellow flower. This yellow is hidden, but not lost, when the bloom opens, for it glows through the raspberry-red on the inside of the petals, making a color that is "alive." The lovely, fragrant blooms come continuously on vigorous-growing, upright plants and keep well when cut. This lovely coloring, combined with an adaptability to do well in any climate, makes this a Rose for everybody. We introduced this Spanish beauty in 1932 and it is now grown by tens of thousands yearly. It has lovely color, vigorous upright growth and delightful fragrance. Few Roses obtain such popularity in so short a time. Winner of medals in the test-gardens of Europe and U. S. A. **\$1 each.*** (See "Star Dozen," page 16.)

★ **DAINTY BESS.** Page 8. ② H.T. Blush-pink. This Rose is dainty, adorable, and altogether charming in its simplicity, for it has only 5 petals, but the flowers are large, 3 to 4 inches across, and the petals are quaintly ruffled. The blooms come continuously all season, both singly and in clusters, and the attractive blush-pink flowers are decorated with a mass of stamens on wine-red filaments which add the final artistic touch to the beauty of Dainty Bess. This is unquestionably the most popular single-petaled Rose. It is robustly healthy yet as charming as a baby and has no rival. **\$1 each.***

*See Quantity Prices, page 3

✦No further discount

Rose Index, Page 30

Star Rose-Growers ★ West Grove, Pa.



© ★ **Countess Vandal** ①

★ **COUNTESS VANDAL.** ① H.T. Pat. 38. Copper and salmon. A winsome Rose from the first tints of color on the long, tapering buds until the flower opens and ages and the petals fall. The buds are orange-copper and open to perfumed, exquisitely formed blooms of copper, salmon and gold. These flowers, on strong, erect stems, are splendid for cutting. They are produced continuously from June until frost. **\$1 each; 3 for \$2.50.✦**

6 BEGINNERS' SET \$3.95

VALUE \$4.85

We heartily recommend this collection for beginners in Rose-growing for there is no risk of disappointment with these famous Roses. They are noted for almost continuous bloom, all season, from June until November.

	Each	Page
★ Betty Uprichard. Salmon.....	75 cts.	8
★ Charles K. Douglas. Scarlet-crimson	75 cts.	9
★ Lady Ashtown. Clear pink.....	75 cts.	12
★ Luna. Moonlight-yellow.....	\$1	12
★ Mrs. E. P. Thom. Vivid yellow....	85 cts.	13
★ Talisman. Multicolored.....	75 cts.	15

ASK FOR OFFER 9



★ **Duquesa de Penaranda.** See page 10. ③



EVERBLOOMING



★ E. G. Hill ①



© ★ Feu Pernet-Ducher. See page 11. ②



③
★ Faience

★ **DUCHESS OF WELLINGTON.** H.T. Yellow. A delightful Rose from the famous Dicksons of Ireland who introduced it in 1909, and it is still a great favorite because of its chrome-yellow buds which are very large, long-pointed, and marked with carmine. The open blooms, with heavy tea fragrance, are buff-yellow, deeper toward the center, and furnished with a mass of golden stamens. **75 cts. each.***

★ **DUQUESA DE PENARANDA.** Page 9. ③ H.T. Copper-apricot. This beauty from southern Spain first draws attention with its lovely long-pointed buds of apricot-orange which open to charming blooms of coppery apricot. You would want this Rose even if only a few blooms were produced in a season, but you will surely want it when you learn that, before we introduced it in 1931, it had won a gold medal for "the most outstanding, continuous-blooming new Rose." **\$1 each.***

★ **ECLIPSE.** Page 11. ① H.T. Pat. 172. Golden yellow. An entirely new type, with "streamlined" buds which often exceed 2 inches in length, ornamented with narrow, branching sepals which contrast harmoniously with the gold of the petals. *Winner Gold Medal Awards in Paris, Rome, and U. S. A.* No question about the quality of Eclipse in flower, floriferousness, and plant habit. It is most prolific, the beautiful tapering buds coming in quantities on rigid, upright stems on a vigorous plant with disease-resistant foliage. **\$1.25 each; 3 for \$3.15.†**

★ **EDITH NELLIE PERKINS.** Page 16. ② H.T. Salmon-pink. For dependable all-season bloom this Rose is a leading variety in the salmon-pink class. It requires no petting; just keep it well fed and you will be rewarded with lovely long-pointed buds and enchanting blooms from June until hard frost. **85 cts. each.*** (See "Star Dozen," page 16.)

★ **EDITOR McFARLAND.** Page 17. ⑧ H.T. Deep pink. One notable feature of this perfectly formed flower is its ability to hold its form and color for days when cut. Greatly valued on account of its lovely form, rich pink self color without other shading and its long-lasting quality. Long buds open to deep pink flowers with delightful fragrance and come singly on erect, firm stems. In our estimation this Rose ranks among the very best in the deep pinks. **\$1 each.*** (See "Star Dozen," page 16.)

★ **E. G. HILL.** ① H.T. Crimson. The flowers are large, full, brilliant crimson, and as they come singly on strong, erect stems, are splendid for cutting. Produces richly fragrant, 50-petaled flowers. **75 cts. each.***

★ **ETOILE DE HOLLANDE.** Page 16. ⑤ H.T. Crimson. The most universally known, everblooming crimson Rose. It is nearly faultless and it charms continuously with its delightful color, its form, long cutting stems, vigorous, healthy growth, and the intense true Rose perfume. **85 cts. each.*** (See "Star Dozen," page 16.)

★ **FAIENCE.** ③ H.T. Two-tone soft peach and cadmium-yellow. Faience is the name of a famous pottery, noted for its iridescent colors. This "Dutch Beauty" is really regal in exquisite form, from the long, tapering bud to full-petaled, opening bloom. Buds are cadmium-yellow at the base which gradually shades to shrimp-pink at the edges of the petals. As the large, beautifully modeled, exhibition blooms unfold, the inside of the outer petals is an artistic China pink, which deepens toward the center of the flower to shining coppery rose. The reverse of the petals is cadmium-yellow lightly veiled with pink. *Gold Medal at Saverne.* **\$1 each.***

★ **FEDERICO CASAS.** Page 12. ① H.T. Coppery pink and orange. The gay colors illuminate this Rose and draw visitors like a magnet to see and make note of this exquisite, artistic flower. You will find it good for both garden decoration and for cut-flowers, for it keeps well when cut. **\$1 each.***

*See Quantity Prices, page 3

†No further discount

Rose Index, Page 30



STAR ROSES, SPRING 1940

★**FEU PERNET-DUCHER.** Page 10. ② H.T. Pat. 103. In June the creamy buds, marked with carmine, slowly open to spiral flowers of clear yellow, growing lighter toward the edges, with the edges lightly flushed with pink. The autumn flowers are much darker, being a rich golden yellow with occasional flowers having a pink tinge. The outside or first petals are sometimes almost white, which is rather surprising for the flower opens to a radiant, sunshiny, golden yellow. Tall, bushy plants bloom continuously from June until frost, with the heaviest bloom and most beautiful flowers in early autumn. Delightfully fragrant. **\$1 each; 3 for \$2.50.†**

★**GLOAMING.** ② H.T. Pat. 137. Fawn-orange. A novel-colored Rose that is particularly lovely in the half-opened bud stage when the color is fawn-orange. The open blooms are an unusual shade of pink, overlaid with salmon. They come singly on erect, firm stems and make delightful cut-flowers. **\$1 each; 3 for \$2.50.†**

★**GLOWING SUNSET.** H.T. Pat. 104. Yellow and pink. The color is a lovely combination of orange-yellow and rose-pink. Long-pointed buds open to full, double, fragrant flowers. **\$1 each; 3 for \$2.50.†**

★**GOLDEN DAWN.** Page 17. ⑨ H.T. Pale yellow. Here indeed is a Rose that captivates everyone who is interested in lovely, varnished, dark green holly-like foliage as well as magnificent, tea-scented flowers. The lemon-yellow blooms, which are continuously produced, are very large, with 50 to 60 petals. Only a plant with such vigorous, healthy growth could produce so many perfect flowers in a season. **\$1 each.*** (See "Star Dozen," page 16.)

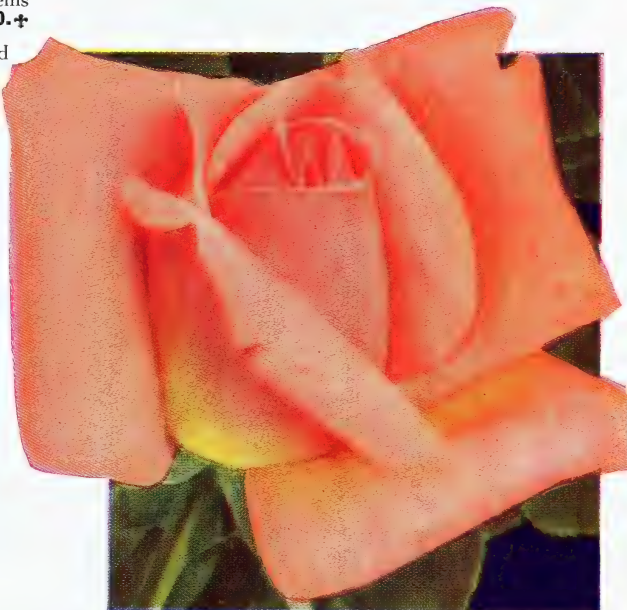
★**GOLDEN MAIN.** H.T. Pat. 254. Yellow. Remarkable for its pure, unstained, dandelion-yellow color. The intensity of the yellow is really unique, making an individual flower that so far has not been duplicated by any other Hybrid Tea. **\$1.25 each; 3 for \$3.15.†**

★**GRENOBLE.** ③ H.T. Scarlet-crimson. Plant is very vigorous and the blooms come on unusually long stems, making it one of the best garden Roses for cutting. The buds are crimson, but the open flower is brilliant red, almost scarlet, and a bed of Grenoble stands out like a fire. Easily one of the best reds. **\$1 each.***



©

★ Eclipse. See page 10 ①



©

★ Gloaming ②

10 Roses for Cutting \$6.95

VALUE \$9.55

These 10 Everblooming Roses are especially good for cutting, for they come on erect, rigid stems, proudly holding their heads high because they can do so. Cut Roses from florists cannot produce the delightful thrill you get from a race to the garden, especially in the morning before the sun gets hot, and cutting blooms of your own growing. Also, it's such a satisfaction to know you have Roses to cut, perhaps when wanted in a hurry as the last decorative touch to an otherwise perfectly set dinner table for guests you want to honor.

These Roses are all long-stemmed and notably lasting when cut. They bloom so freely they will average less than 2 cents per flower the first year planted, and then you have them free for years to come.

★Autumn
★Cathrine Kordes
★Duquesa de Penaranda
★Editor McFarland
★Kaiserin Auguste Viktoria

★Mrs. E. P. Thom
★Mrs. Sam McGredy
★President H. Hoover
★Rouge Mallerin
★Talisman

ASK FOR OFFER 11

★ Grenoble

③



*See Quantity Prices, page 3

†No further discount



★Federico Casas. See page 10. ①



★Mrs. Sam McGredy. See page 13. ②

EVERBLOOMING STAR ROSES

★**HEINRICH WENDLAND.** H.T. Reddish copper. Large, very double (70 petals) flowers of reddish copper with an orange flush over all; backs of the petals are rich orange. A truly luxurious color. It has a rich, syrupy fragrance. **\$1 each.***

★**IMPERIAL POTENTATE.** H.T. Pink. Large in size and beautiful in form. Color clear deep pink. Fragrant and free in bloom. **85 cts. each.***

★**JOANNA HILL.** Page 13. ① H.T. Yellow. This perfectly formed Rose makes long, attractive buds of orange-yellow that open to large, double flowers with an orange center, paling to cream-color at the edges of the petals. One of the finest Roses for cutting. **85 cts. each.***

★**KAISERIN AUGUSTE VIKTORIA.** H.T. Cream-white. Long, shapely buds open to full-petaled cream-white flowers with a slight lemon tint in the center. When fully open the delightfully scented blooms are cream-white. One of the best Roses for cutting. **75 cts. each.***

★**LADY ALICE STANLEY.** H.T. Flesh-pink. Color is flesh-pink, brightened with rich coral on the reverse of the petals and a suspicion of salmon in the center of the bloom. **85 cts. each.***

★**LADY ASHTOWN.** H.T. Pink. A much-admired, 35-year-old Rose whose large, long-pointed buds open to perfect carmine-pink blooms with a golden underglow. Borne singly on long stems, they are fine for cutting. One of the best pink varieties. **75 cts. each.***

★**LUIS BRINAS.** H.T. Pat. 102. Orange-copper. Fine pointed buds of orange-copper open slowly, the petals curling back, making a starry flower with a high center. It is fully double, with 40 to 45 petals, and when entirely open the color is soft old-rose, flushed with gold. It has a delightful fragrance and can be relied on for almost continuous bloom. Splendid for cutting as the glorious, full-petaled flowers come on erect, firm stems. **\$1 each; 3 for \$2.50.†**

★**LUNA.** H.T. Moonlight-yellow. The long, delicate yellow buds open to large blooms of moonlight-yellow which ages to soft cream-white, and the petals hold their shape for days. A charming, delightfully fragrant, attractively formed flower. **\$1 each.***

★**MME. BUTTERFLY.** H.T. Pink and gold. A steady bloomer with beautifully modeled flowers of tender pink, salmon, cream and gold. Highly scented and long lasting. The blooms are superb in June and during the cool fall months. **75 cts. each.***

★**MME. COCHET-COCHET.** Page 13. ③ H.T. Pat. 129. Coppery pink. Long-pointed buds of coppery pink, flushed orange, open to fragrant cupped flowers of soft salmon-pink with a satiny sheen. The petals vary from 20 to 40. An enchanting Rose in form, color, and fragrance. Cut in bud form and you can have a dream flower to enjoy for days indoors. **\$1 each; 3 for \$2.50.†**

★**MME. JULES BOUCHE.** H.T. White. The large, beautifully formed buds are creamy white and open with a dainty flush of pink in the center of the flower, but this flush disappears. The sweet-scented white blooms, which come freely and singly on vigorous plants, are long lasting when cut. **85 cts. each.***

★**MME. JOSEPH PERRAUD.** ③ H.T. Nasturtium-buff. This is one of the most charming Roses in the pastel shades. A great favorite with visitors to Star Rose-Gardens. The exquisite, long-pointed buds of nasturtium-orange open slowly to fragrant flowers of nasturtium-buff, shading to soft shell-pink at the edge of the petals. **\$1 each.***



★Mme. Joseph Perraud ③

*See Quantity Prices, page 3
†No further discount

Rose Index, Page 30



STAR Guide



★ Joanna Hill. See page 12 ①



★ Margaret McGredy ②

EVERBLOOMING STAR ROSES

★ **MARGARET MCGREDY.** ② H.T. Orange-scarlet. We have yet to find a more continuously satisfactory, large, full-petaled Everblooming Rose than Margaret McGredy. The olive-green, leathery foliage is disease-resistant and the buoyantly vigorous growth insures a constant production of buds and blooms from early in June until hard frost. Color is a scintillating orange-scarlet which ages to a pleasing carmine-rose. It has lovely Rose fragrance. **85 cts. each.***

★ **MCGREDY'S TRIUMPH.** Page 14. ① H.T. Pat. 190. Orange-cerise. When the great McGredy firm selected the name McGredy's Triumph for this glorious Rose, no one should hesitate further. The splendid, large blooms are beautifully formed, they are fragrant, and the color is glistening cerise brushed with scarlet and orange. **\$1.25 each; 3 for \$3.15.***

★ **MISS ROWENA THOM.** Page 17. ⑥ H.T. Rose-pink. Long-pointed buds open to enormous flowers, often measuring 6 inches across. Delightful fragrance. **85 cts. each.*** (See "Star Dozen," page 16.)

★ **MRS. AARON WARD.** H.T. Yellow. Buff buds open to fully double flowers of yellow and pink. The plants are dwarf and continuous in bloom. **75 cts. each.***

★ **MRS. CHARLES BELL.** H.T. Shell-pink Radiance. This Rose matches the famous Radiance in type of flower, strong growth, and freedom of bloom but no other Rose matches it in lovely color which is clear shell-pink, without shading. Delightful true Rose fragrance. **85 cts. each.***

★ **MRS. E. P. THOM.** H.T. Yellow. Buds are long-pointed and open to well-formed blooms of clear yellow without any carmine markings such as most yellow Roses have. Among the best of the clear yellow everblooming varieties, both for bedding and for cut-flowers. **85 cts. each.***

★ **MRS. PIERRE S. du PONT.** Page 16. ③ H.T. Golden yellow. This Rose has held first place in the golden yellow class for years. The plants are symmetrical and compact in growth with abundant, healthy, rich green foliage. The most continuous-blooming yellow Rose we know. Winner of more gold medals for outdoor-grown blooms than any other Rose. **\$1 each.*** (See "Star Dozen," page 16.)

★ **MRS. SAM MCGREDY.** Page 12. ② H.T. Scarlet-orange. Here we have one of the most colorful and attractive Roses in the Hybrid Teas. A fragrant flower, of beautiful form, it is coppery-orange-scarlet in color flushed with Lincoln red on the outside of the petals. The firm-textured petals make this a splendid, lasting flower when cut. **\$1.25 each.***



③
Mme. Cochet-
Cochet.
See page 12

12 Everblooming Roses \$6.00

There is no way for us to know what Roses our customers will select, so each year we have a surplus of choice everblooming kinds. From these, which always include some of the finest varieties, we will make a selection for you. Each Rose will be correctly labeled with our durable, celluloid Star tag and guaranteed. *You run no risk.*

ASK FOR OFFER 13

12 Hybrid Tea Roses, 12 kinds, our selection . . . \$6 00+
24 Hybrid Tea Roses, 12 kinds, our selection . . . 11 75+
48 Hybrid Tea Roses, 12 kinds, our selection . . . 23 50+

We cannot furnish less than 12 at this price

*See Quantity Prices, page 3
+No further discount

Rose Index, Page 30



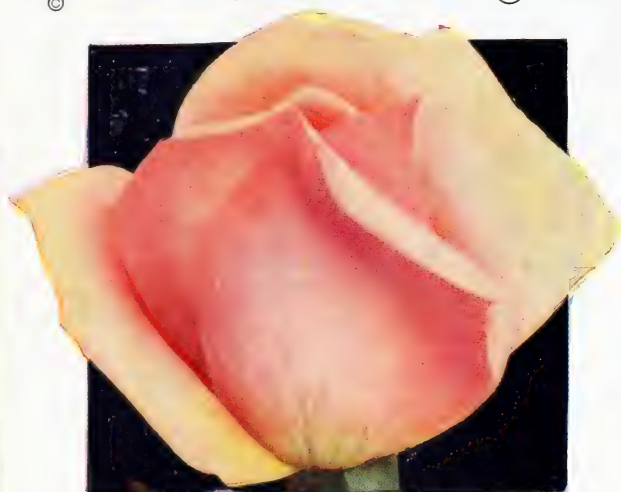


EVERBLOOMING



★McGredy's Triumph. See page 13. ①

©



★Warrawee. See page 15. ②



★Rome
Glory

③

★**NATIONAL FLOWER GUILD.** H.T. Crimson. A robust-growing, free-flowering Rose that keeps rich color in our Rose-garden during hot summer days when practically all other Roses are resting after their big June effort. **\$1 each.***

★**NUNTIUS PACELLI.** H.T. White. Cream-colored buds open to deliciously fragrant flowers of creamy white which soon turn pure white. It is fully double, but opens well at all times. The plants are unusually free in bloom. **85 cts. each.***

★**PRESIDENT HERBERT HOOVER.** Page 16. ④ H.T. Multicolored. The large, beautifully modeled, delightfully fragrant blooms of scarlet, yellow, cerise and flame colors, which come singly on erect, firm stems, make this one of the most popular Roses in recent years. Its tall-growing plant blooms freely and the lovely flowers last for days when cut. **85 cts. each.*** (See "Star Dozen," page 16.)

★**PRESIDENT PLUMECOCQ.** H.T. Coppery buff. Ovoid buds open to large, cupped blooms of coppery buff with an overflow of deep salmon. An upright grower, producing quantities of long-lasting, fragrant flowers, with 30 petals or more, all season. **\$1 each.***

★**RADIANCE.** Page 15. ③ H.T. Rose-pink. The first and most appealing quality of Radiance is its continuous bloom, from June until hard frost. Add to this a plant unsurpassed by any in healthy, vigorous growth, and you have a Rose that can be successfully grown by anyone. The two-toned pink, cupped flowers have a pungent, true Rose fragrance. **75 cts. each.***

★**RADIANT BEAUTY.** H.T. Pat. 97. Crimson. Large, full-petaled cerise-crimson blooms, borne singly on strong stems. Slightly fragrant and very lasting. **\$1 each; 3 for \$2.50.†**

★**RED RADIANCE.** Page 15. ⑤ H.T. Cerise-red. A sport of Radiance, it has the same form, habit of growth, fragrance, and healthy foliage. The difference is in the color which is a clear, even shade of cerise-red. **75 cts. each.***

★**ROME GLORY.** ③ H.T. Pat. 304. Cerise-red. A royal Rose somewhat like Dame Edith Helen in form. It does not blue when aging. Here is a champion Rose for those who enjoy having monster blooms to show. A grand Rose for indoors for its form and color are charming, the fragrance delightful, and the blooms usually come singly on erect, rigid stems. Florists get from 50 cts. to \$1 each for Rome Glory blooms. **\$1.50 each; 3 for \$3.75.†**

★**ROUGE MALLERIN.** Page 17. ⑦ H.T. Scarlet. A great red Rose which does not blue. Pointed buds of brilliant red open to 3½-inch blooms of glowing scarlet, the deep pile on the petals making them look like pieces of rich scarlet velvet. If ever a Rose glowed, this one does—a vase of newly opened blooms in a sunny window looks like a vase of flame. The final touch to your enjoyment of this new red Rose is its captivating old damask perfume. **\$1.25 each.*** (See "Star Dozen," page 16.)

★**SIGNORA.** H.T. Pat. 201. Long buds of warm burnt sienna open to lovely blooms of mandarin and salmon. A masterpiece in both plant and bloom and splendid for cutting. *Gold Medal, Rome. Gold Medal Award, Portland, Ore.* **\$1.25 each; 3 for \$3.15.†**

★**SIR HENRY SEGRAVE.** H.T. Lemon-yellow. Perfectly formed buds of lemon-yellow open to spiral flowers of the same soft shade, and, to be consistent, it has a decided lemon fragrance. **\$1 each.***

★**SNOWBIRD.** H.T. White. One of the most prolific, pure white bedding Roses. Fragrant, pure white, perfectly formed, full-petaled blooms, often 4 inches across, come singly and also in clusters of 3 or 4 on neat, compact, healthy plants. **\$1 each.***

*See Quantity Prices, page 3

†No further discount

Rose Index, Page 30

THE CONARD-PYLE CO.



STAR ROSES

★**SOEUR THERESE (Sister Therese).** ④ H.T. Yellow. Long-pointed buds are chrome-yellow, heavily marked with carmine; the open flower is rich daffodil-yellow and holds its color well. Sweetbriar fragrance. The blooms come freely on splendid cutting stems. **\$1 each.*** (See "America's Favorite Three" below and "Star Dozen," page 16.)

★**SOUV. DE MME. C. CHAMBARD.** H.T. Coral-pink. The buds are large, long-pointed, coral in color, and slowly unfold to a coral-pink flower developing a satiny peach tint and sheen which is about the loveliest finish we have ever seen on a Rose petal. It has alluring fragrance, so that it is one of the most beautiful Roses and also one of the sweetest. Long-lasting when cut. **\$1 each.***

★**STERLING.** H.T. Pat. 21. Pink. Bright pink flowers of splendid form come singly on vigorous-growing plants. A delightfully fragrant Rose and fine for cutting. **\$1 each; 3 for \$2.50.***

★**TALISMAN.** ② H.T. Multicolored. Free in bloom. At its gayest it is a glorious combination of orange, yellow, and rose-red. It is one of the finest of all garden Roses for cutting. The fragrant flowers are much more highly colored in autumn. **75 cts. each.***

★**TEXAS CENTENNIAL.** ① H.T. Pat. 162. Blood-red. A sport of the Rose President Herbert Hoover with the same type of growth and exquisite flower. Different only in color which is rich blood-red. Perfect for cutting. *West-Grove-grown plants.* **\$1 each; 3 for \$2.50.***

★**VILLE DE PARIS.** H.T. Buttercup-yellow. Exquisitely lovely, 20-petaled, pure yellow blooms, with shell-shaped petals which open to cups filled with delicate Marechal Niel fragrance. **75 cts. each.***

★**WARRAWEE.** Page 14. ② H.T. Pat. 140. Shell-pink. Long-pointed, salmon-pink buds open to 4-inch, or larger, flowers of exquisite shell-pink with spicy, clove-pink fragrance. Has all the vigor and freedom of bloom of Radiance. **\$1 each; 3 for \$2.50.***

★**WHITE BRIARCLIFF.** H.T. Pat. 108. An ideal white Rose for cutting. The exquisite, long, richly fragrant, streamlined white buds are continuously produced. **\$1 each; 3 for \$2.50.***

★**WILL ROGERS.** H.T. Pat. 256. Crimson-maroon. A very dark-colored, full-petaled Rose that is borne freely all season. The crimson-maroon flowers, with blackish shadings, have damask fragrance. **\$1 each. No discount.**

*See Quantity Prices, page 3
+No further discount

Rose Index, Page 30



© ★Texas Centennial ①



★Talisman ②

3 America's Favorite Roses \$2.00

Which Bloom and Bloom and Bloom



★Radiance. ③ Desc. p. 14



★Sœur Therese. ④ Desc. above



★Red Radiance. ⑤ Desc. p. 14

These three great Roses bloom enthusiastically all season. They keep you always happy with their never-failing bloom from early June until Jack Frost gets really frosty. No Rose-growing experience is necessary in growing this famous trio. We recommend them heartily.

★**Radiance.** Two-tone pink .75c.

★**Sœur Therese.** Yellow \$1

★**Red Radiance.** Cerise-red .75c.

OFFER 15

3 FOR \$2*



STAR

All Illustrated

\$11.90 Value for \$8.90

EXCEL FOR VIGOROUS HEALTHY GROWTH

Our 42 years of Rose-growing experience have guided us in the selection of these 25" collections. They represent the different color classes of roses and will definitely plant these truly great varieties with assurance that they will bloom in 3 to 4 months from date of spring planting, and every month from June to October.

Every Rose in both collections is different in form and color, and we recommend them to gardeners whose employers demand roses. Gardeners and lovers who yearn for Roses, but, until now, have not even tried them, will find these (with each order) and either of these collections will give them the satisfaction of owning a true Rose.

① ★ **CONDESA DE SASTAGO.** Coppery red and yellow. Head of the list here and "tops" in the two-color class. This Rose simply stormed its way to the top with its rich, unusual colors, delightful fragrance, and free bloom on plants of unusual vigor. **\$1 each.***

② ★ **EDITH NELLIE PERKINS.** Richly colored, deep pink, long buds open to lovely blooms of salmon-pink, a color that is always admired. Elected to the "Star Dozen" as the freest bloomer in this color. **85 cts. each.***

③ ★ **MRS. PIERRE S. DU PONT.** This sturdy, low-growing variety devotes its energies to producing almost incredible quantities of golden yellow Roses on plants that are remarkable for their glossy green, healthy foliage. Unanimously and enthusiastically voted into this collection. **\$1 each.***

④ ★ **PRESIDENT HERBERT HOOVER.** Multicolored. The illustration shows the exquisite form but only two of the many colors with which this Rose will delight you throughout the growing season. The richly fragrant blooms come singly on strong stems. **85 cts. each.***

⑤ ★ **ETOILE DE HOLLANDE.** When introduced from Holland in 1919, this Rose simply swept the decks of other crimson Hybrid Teas and for years has held its place as one of the finest crimson, free-blooming, richly fragrant Roses ever produced. **85 cts. each.***

⑥ ★ **MISS ROWENA THOM.** Really beautiful soft rose-pink colored blooms of enormous size that come freely on plants as vigorous and healthy as the renowned Radiance. The finest, healthiest, and most fragrant pink Rose we could select for this collection. **85 cts. each.***

⑦ ★ **ROUGE MALLERIN.** The alluring Damask perfume is but one of the excellent qualities of this pet of the famous Rose hybridizer, Charles Mallerin. It is full-petaled and simply glows with scarlet color in June, but is almost maroon in the fall. **\$1.25 each.***

⑧ ★ **EDITOR McFARLAND.** The foremost Everblooming Rose in the dark pinks. The blooms come singly on firm, upright stems and the sturdy plants produce these beautiful fragrant flowers freely. **\$1 each.***

⑨ ★ **GOLDEN DAWN.** Here is a really immense, full-petaled Rose, yet it blooms almost as freely as many a semi-double variety. It varies in color according to season from pale to deep sulphur-yellow. The great blooms and wonderful holly-like foliage make this a remarkable Rose. **\$1 each.***

⑩ ★ **CHRISTOPHER STONE.** This beautiful scarlet-crimson variety won \$1000 for "The Best New Rose with True Old-Rose Perfume." It blooms almost as freely as a zinnia. Need we say more! **\$1 each.***

★ **GOLDEN SASTAGO.** Page 4. ① New, but added to this collection to give a glowing, buttercup-yellow color. A vigorous-growing, delightfully fragrant, free-blooming variety that shows up brightly above the dark, dense foliage. **\$1.25 each.***

★ **SŒUR THERESE.** Page 15. ④ The miniature picture on page 15 shows the form and color of this Rose, the most astonishing variety in the yellow class, for it blooms in candelabras (not clusters) of from 5 to 15 flowers that form at the top of canes, sturdy enough to hold these blooms without bending, each bloom on a good cutting stem. The favorite yellow Rose in many large gardens. **\$1 each.***

1940

DOZEN

90. You save \$3.00

GROWTH AND FREEDOM OF BLOOM

is in selecting these Roses for the "Star Dozen" and "Star of the Everblooming Hybrid Teas. Any amateur can con- a wealth of bloom will be his or hers to enjoy within three n then until frost. This we guarantee. and color, but all alike are satisfactory in performance. We sults and will not tolerate alibis, as well as to timid flower ed to grow some. Just follow our expert but simple direc- provide delightful blooms for years to come for anyone who gives them even the minimum of care. Little space is re- quired. For "the Star Dozen," a bed 7 ft. 9 in. long x 2 ft. 9 in. wide provides ample room, with the plants 15 inches apart. From these twelve Roses you can depend on at least 300 choice blooms the first season they are planted. For your convenience we relist

THE STAR DOZEN

See descriptions in the opposite column

- ① ★ **Condesa de Sagtogo.** Coppery red and yellow \$1.00
- ② ★ **Edith Nellie Perkins.** Salmon 85 cts.
- ③ ★ **Mrs. Pierre S. du Pont.** Yellow \$1.00
- ④ ★ **President Herbert Hoover.** Multicolored 85 cts.
- ⑤ ★ **Etoile de Hollande.** Red 85 cts.
- ⑥ ★ **Miss Rowena Thom.** Pink 85 cts.
- ⑦ ★ **Rouge Mallerin.** Scarlet \$1.25
- ⑧ ★ **Editor McFarland.** Deep pink \$1.00
- ⑨ ★ **Golden Dawn.** Pale yellow \$1.00
- ⑩ ★ **Christopher Stone.** Scarlet-crimson \$1.00
- ★ **Golden Sagtogo.** New. Page 4. ① Buttercup-yellow \$1.25
- ★ **Sœur Therese.** Page 15. ④ Daffodil-yellow \$1.00

ABOVE STAR DOZEN \$8.90
ASK FOR OFFER 16

THE "STAR 25"

Add the 13 named below to the Star Dozen and you have 25 high-quality everblooming Roses to give you blooms from June until frost. Included are 7 shades of red, 4 pink, 7 tinted, 6 shades of yellow and 1 white. These 25 can be planted, 15 in. apart, in a bed 11 ft. long x 4 ft. wide. Plant 3 rows with 9 in the center row.

- ★ **Ami Quinard.** Black-lustered red 85 cts. 8
- ★ **Brazier.** New. Scarlet \$1.00 4
- ★ **Cathrine Kordes.** Carmine-scarlet \$1.00 9
- ★ **Duquesa de Penaranda.** Copper-apricot \$1.00 10
- ★ **Faience.** Peach and cadmium-yellow \$1.00 10
- ★ **Heinrich Wendland.** Reddish copper and orange \$1.00 12
- ★ **Lady Ashtown.** Pink 75 cts. 12
- ★ **Luna.** Light yellow \$1.00 12
- ★ **Margaret McGredy.** Orange-scarlet to carmine-rose 85 cts. 13
- ★ **Mrs. E. P. Thom.** Yellow 85 cts. 13
- ★ **Mrs. Sam McGredy.** Scarlet-orange \$1.25 13
- ★ **President Plumecocq.** Buff \$1.00 14
- ★ **Snowbird.** Pure white \$1.00 14

"STAR 25" (Value \$24.45) \$17.75
ASK FOR OFFER 17



STAR

1940

DOZEN

All Illustrated

\$11.90 Value for \$8.90. You save \$3.00

EXCEL FOR VIGOROUS HEALTHY GROWTH AND FREEDOM OF BLOOM

Our 42 years of Rose-growing experience have guided us in selecting these Roses for the "Star Dozen" and "Star 25" collections. They represent the different color classes of the Everblooming Hybrid Teas. Any amateur can confidently plant these truly great varieties with assurance that a wealth of bloom will be his or hers to enjoy within three months from date of spring planting, and every month from then until frost. This we guarantee.

Every Rose in both collections is different in form and color, but all alike are satisfactory in performance. We recommend them to gardeners whose employers demand results and will not tolerate alibis, as well as to timid flower lovers who yearn for Roses, but, until now, have not even tried to grow some. Just follow our expert but simple directions (with each order) and either of these collections will provide delightful blooms for years to come for anyone who gives them even the minimum of care. Little space is required. For "the Star Dozen," a bed 7 ft. 9 in. long x 2 ft. 9 in. wide provides ample room, with the plants 15 inches apart. From these twelve Roses you can depend on at least 300 choice blooms the first season they are planted. For your convenience we re-list

① ★ **CONDESA DE SASTAGO.** Coppery red and yellow. Head of the list here and "tops" in the two-color class. This Rose simply stormed its way to the top with its rich, unusual colors, delightful fragrance, and free bloom on plants of unusual vigor. **\$1 each.***

② ★ **EDITH NELLIE PERKINS.** Richly colored, deep pink, long buds open to lovely blooms of salmon-pink, a color that is always admired. Elected to the "Star Dozen" as the freest bloomer in this color. **85 cts. each.***

③ ★ **MRS. PIERRE S. DU PONT.** This sturdy, low-growing variety devotes its energies to producing almost incredible quantities of golden yellow Roses on plants that are remarkable for their glossy green, healthy foliage. Unanimously and enthusiastically voted into this collection. **\$1 each.***

④ ★ **PRESIDENT HERBERT HOOVER.** Multicolored. The illustration shows the exquisite form but only two of the many colors with which this Rose will delight you throughout the growing season. The richly fragrant blooms come singly on strong stems. **85 cts. each.***

⑤ ★ **ETOILE DE HOLLANDE.** When introduced from Holland in 1919, this Rose simply swept the dust of other crimson Hybrid Teas and for years has held its place as one of the finest crimson, free-blooming, truly fragrant Roses ever produced. **85 cts. each.***

⑥ ★ **MISS ROWENA THOM.** Really beautiful soft rose-pink colored blooms of enormous size that come freely on plants as vigorous and healthy as the renowned Radiance. The finest, healthiest, and most fragrant pink Rose we could select for this collection. **85 cts. each.***

⑦ ★ **ROUGE MALLERIN.** The alluring Damask perfume is but one of the excellent qualities of this yet of the famous Rose hybridizer, Charles Mallerin. It is full-petaled and simply glows with scarlet color in June, but is almost maroon in the fall. **\$1.25 each.***

⑧ ★ **EDITOR MCFARLAND.** The foremost Everblooming Rose in the dark pinks. The blooms come singly on firm, upright stems, and the sturdy plants produce these beautiful fragrant flowers freely. **\$1 each.***

⑨ ★ **GOLDEN DAWN.** Here is a really immense, full-petaled Rose, yet it blooms almost as freely as many a semi-double variety. It varies in color according to season from pale to deep sulphur-yellow. The great blooms and wonderful holly-like foliage make this a remarkable Rose. **\$1 each.***

⑩ ★ **CHRISTOPHER STONE.** This beautiful scarlet-crimson variety won \$1000 for "The Best New Rose with True Old-Rose Perfume." It blooms almost as freely as a zinnia. Need we say more! **\$1 each.***

★ **GOLDEN SASTAGO.** Page 4. ① New, but added to this collection to give a glowing, buttercup-yellow color. A vigorous-growing, delightfully fragrant, free-blooming variety that shows up brightly above the dark, dense foliage. **\$1.25 each.***

★ **SCŒUR THERESE.** Page 15. ④ The miniature picture on page 15 shows the form and color of this Rose, the most astonishing variety in the yellow class, for it blooms in candelabras (not clusters) of from 5 to 15 flowers that form at the top of canes, sturdy enough to hold these blooms without bending, each bloom on a good cutting stem. The favorite yellow Rose in many large gardens. **\$1 each.***

THE STAR DOZEN

See descriptions in the opposite column

- ① ★ **Condesa de Sastago.** Coppery red and yellow **\$1.00**
- ② ★ **Edith Nellie Perkins.** Salmon **85 cts.**
- ③ ★ **Mrs. Pierre S. du Pont.** Yellow **\$1.00**
- ④ ★ **President Herbert Hoover.** Multicolored **85 cts.**
- ⑤ ★ **Etoile de Hollande.** Red **85 cts.**
- ⑥ ★ **Miss Rowena Thom.** Pink **85 cts.**
- ⑦ ★ **Rouge Mallerin.** Scarlet **\$1.25**
- ⑧ ★ **Editor McFarland.** Deep pink **\$1.00**
- ⑨ ★ **Golden Dawn.** Pale yellow **\$1.00**
- ⑩ ★ **Christopher Stone.** Scarlet-crimson **\$1.00**
- ★ **Golden Sastago.** New. Page 4. ① Buttercup-yellow **\$1.25**
- ★ **Scœur Therese.** Page 15. ④ Daffodil-yellow **\$1.00**

ABOVE STAR DOZEN \$8.90
ASK FOR OFFER 16

THE "STAR 25"

Add the 13 named below to the Star Dozen and you have 25 high-quality everblooming Roses to give you blooms from June until frost. Included are 7 shades of red, 4 pink, 7 tinted, 6 shades of yellow and 1 white. These 25 can be planted, 15 in. apart, in a bed 11 ft. long x 4 ft. wide. Plant 3 rows with 9 in the center row.

- | | Page |
|--|------|
| ★ Ami Quinard. Black-lustered red 85 cts. | 8 |
| ★ Brazier. New. Scarlet \$1.00 | 4 |
| ★ Cathrine Kordes. Carmine-scarlet \$1.00 | 9 |
| ★ Duquesa de Penaranda. Copper-apricot \$1.00 | 10 |
| ★ Faience. Peach and cadmium-yellow \$1.00 | 10 |
| ★ Heinrich Wendland. Reddish copper and orange \$1.00 | 12 |
| ★ Lady Ashtown. Pink 75 cts. | 12 |
| ★ Luna. Light yellow \$1.00 | 12 |
| ★ Margaret McGredy. Orange-scarlet to carmine-rose 85 cts. | 13 |
| ★ Mrs. E. P. Thom. Yellow 85 cts. | 13 |
| ★ Mrs. Sam McGredy. Scarlet-orange \$1.25 | 13 |
| ★ President Plumecocq. Buff \$1.00 | 14 |
| ★ Snowbird. Pure white \$1.00 | 14 |

"STAR 25" (Value \$24.45) \$17.75
ASK FOR OFFER 17

The NEW Floribundas



© ★ World's Fair ①

★ **ANNE POULSEN.** Pat. 182. Scarlet. Large, fragrant, semi-double, scarlet blooms with a vivid overcast of crimson. Grows 3 to 4 feet. **75 cts. each; 3 for \$1.90; 25 for \$13.75.***

★ **BETTY PRIOR.** ④ Pat. 340. Pink. Exquisite single blooms like pink dogwood are borne profusely throughout the season on sturdy plants. **\$1 each; 3 for \$2.50; 25 for \$18.75.***

★ **CARILLON.** ② Pat. 136. Coral and orange. The bloom is a deep coral, overcast with orange, the inner petals being irregular but artistically arranged. **85 cts. each; 3 for \$2.15.***

★ **DAGMAR SPATH (White Lafayette).** A pure white flower you can depend on for cutting all season. It keeps for days when cut and white is needed in making effective bouquets. **75 cts. each.***

★ **DISTINCTION.** This is a most striking clear pink Floribunda. Large flowers of brilliant pink that hold their color well. Makes uniform growth, about 18 inches with us. **\$1 each.***

A grand new family has been added to Genus Rosa. We call them the "Floribundas." It is a good name, denoting "abundant bloomers." In this class are coming varieties distinctly better than the best we've had heretofore.

Hybridizers in colder northern Europe have been seeking for years to supply a real need among them, and us, for a Rose combining qualities of (1) blooms as perfectly formed as Hybrid Teas; (2) as free in bloom as Polyanthas; and (3), as sturdy, hardy and disease-resistant as Rugosas. Wonderful progress has been made, and the perfect flower on this type is just around the corner.

What we can already offer is a grand addition, because these leaders of a new race provide abundant bloom from June till frost. Here at last is the chance to make beds of solid color for the season through. Arrange them in border beds or along drives and pathways, in front of your shrubbery or the taller perennial border, and in groups around the lawn.

In the following four columns we offer first, Floribundas. Following them are groups with characteristics not so clearly defined. For example, there are the Aachens which may be thought of as Hybrid-Tea-Polyanthas, followed by three Tea-form Polyanthas, with quite double, well-formed, medium-sized flowers, and last of all are the smaller-flowered cluster type we call Polyanthas. All bloom profusely and continuously and deserve a place in your garden.

★ **DONALD PRIOR.** ③ Patent applied for. Scarlet. For glistening, glowing beauty, we recommend Donald Prior. The blooms are semi-double, and are a source of unceasing delight. Color is shining scarlet with a veil of velvety crimson. **\$1 each; 3 for \$2.50; 25 for \$18.75.***

★ **HOLSTEIN.** Patent applied for. Dark red. This Rose is amazingly productive and is buoyantly gay all season with its large clusters of velvety dark red blooms filled with gold stamens. The best of the newest red Floribundas. Awarded a Gold Medal Certificate, 1939 by the City of Portland. It scored 94 points, the highest score of any Rose there on test. **\$1 each; 3 for \$2.50; 25 for \$18.75.***

★ **IMPROVED LAFAYETTE.** Medium-sized, deep glowing red flowers suffused with vivid crimson. A long-lasting cut-flower. The blooms seem to be frost resistant and keep coming here, in normal seasons, until Thanksgiving Day. **85 cts. each.***

★ **MRS. R. M. FINCH.** Flowers of bright rose-pink come in branching, fragrant clusters. Growth about 3 feet. Fine for edging drives. **85 cts. each.***

3 Sample Set \$2.20
(Value \$2.60)

One each . . . Anne Poulsen, Betty Prior, and Carillon

ASK FOR OFFER 18



© ★ Donald Prior ③

12 FLORIBUNDAS \$9
(Value Singly \$10.80)

Three each . . . World's Fair, Carillon, Donald Prior, and Permanent Wave

ASK FOR OFFER 18a



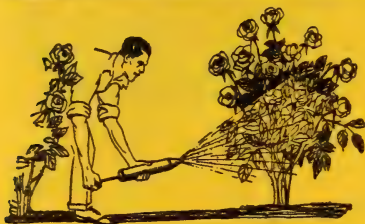
★ Carillon ②



© ★ Betty Prior ④

KEEP MILDEW AND BLACK-SPOT UNDER CONTROL

★ DUST WITH STAR ROSE DUST ★



The American Rose Society, through Dr. L. M. Massey, plant pathologist of Cornell University, for 5 years conducted extensive scientific experiments on our grounds, in the control of fungous diseases of the Rose.

As a result of these tests we highly recommend Star Rose Dust as the most convenient control known for small Rose gardens.

Star Rose Dust is a *leaf-green*, colloidal sulphur dust, fused with Bentonite clay, which makes it stick. It destroys fungous organisms and when used, regularly, every 10 days it prevents mildew and black-spot. 1 lb. for 12 Roses for a season.

Keep a light covering of *leaf-green* Star Rose Dust on your Roses and the foliage will be always healthy. Start dusting as soon as the first foliage is formed and blow the dust up so it will cover the susceptible under part of the leaves. This is important.

Prevention is always better than cure. Dusting is convenient as the dust is always ready for immediate use.

Apply with the improved Hand Dust Gun as offered below.

Star Rose Dust. 45c. per lb.; 6 lbs., \$2.25, postpaid

Improved Feeny Hand Dust Gun



Handy to use. Made in the form of a hand sprayer equipped with a 12 inch extension tube and flared nozzle. **Price, \$1.00, postpaid.**

RED ARROW INSECTICIDE

Non-poisonous to human beings, will not injure foliage. 1 oz. (makes 6 gals.) 35¢. $\frac{1}{4}$ pint (makes 30 gallons.) \$1. Postpaid.

New Du-Spra Sprayer (The best we've yet seen)

This new continuous atomizer turns Red Arrow into a fine mist which completely covers and kills Aphis (Green fly) on Roses and other plants. Spray daily when Aphis appear until infestation is cleared up. **Price, 65 cts. each, postpaid.**

FIRST AID TO ROSE GROWING

100 Stim-U-Plant Tablets, 75¢; 1 lb. Star Rose Dust (enough for 12 Roses for a season), 45¢; 1 Dust Gun, \$1.00; 1 oz. Red Arrow, 35¢; 1 Du-Spra Insect Sprayer, 65¢. A complete "prevention" outfit.

Ask for
FIRST AID OFFER

{ The Above 5 Rose Helps for \$2.50
postpaid. (You save 70 cents)

THE CONARD-PYLE CO., West Grove, Pa.

(See other side)

SUCCESSFUL GARDENERS RECOMMEND



The Ideal Feeding Method for all Plants

Everything you grow depends on fertilization. All growing plants must be fed if you expect them to produce results, and they respond in a remarkable way to *proper* feeding.

You place these tablets at the roots, where they dissolve and furnish life giving elements, which mean the same to a plant as blood to a human being.

This plant food pays for itself many times over in a season by increasing the production and quality of Roses and other flowers.

STIM-U-PLANT is an evenly proportioned fertilizer and has a guaranteed analysis of 11% nitrogen, 12% phosphoric acid, 15% potash. You apply it *where* and *when* needed.

Handy to Have—Easy to Use—Odorless

Simply insert tablets in soil near plants, or dissolve in water at the rate of three tablets to the gallon and apply as liquid manure. *Directions with every package tell how many and how often to use.*

These Tablets are a Proved Success

By using **STIM-U-PLANT** fertilizer you save money, because it is not wastefully thrown broadcast, nor does it carry weed seeds into your soil.

Keeps Roses Healthy—Helps Control Black-Spot

Keep your Roses growing vigorously *all the time* with the regular use of **STIM-U-PLANT**. Apply when the Rose buds are as large as a thimble and keep using, two to a plant, about every two weeks until August 1st. Roses *need* the potash that **STIM-U-PLANT** supplies. These tablets make house plants flourish.

100 tablets, 75c; 500 tablets, \$2.50; 1000 tablets, \$3.50, postpaid.

THE CONARD-PYLE CO., West Grove, Pa.

Please send postpaid to the address below the articles which I have checked for which remittance is enclosed:

FIRST AID OFFER.			
5 Rose Helps.	See over.	\$2.50	
Pkgs. 100 Stim-U-Plant Tablets	at	75c	
" 500 Stim-U-Plant Tablets	at	\$2.50	
" 1000 Stim-U-Plant Tablets	at	\$3.50	
lbs. Star Rose Dust (see other side)	at	45c lb.	
Improved Hand Dust-Gun,	\$1.00 each		\$
Red Arrow (for Aphis),	35c oz.		\$
Red Arrow (for Aphis),	¼ pint	\$1.00	\$
New Du-Spra Insect Sprayer,	65¢ each		\$

NAME _____

ADDRESS _____

Please **PRINT** or write your name and address very plainly

(Over)



★ Topaz ①



★ Chatillon ②



★ Mlle. C. Brunner ③



Gloria Mundi ④

FLORIBUNDAS, continued

★ **PERMANENT WAVE.** ⑤ Pat. 107. Single blooms are deep rose-pink and come in bouquets of six or more on a stem. Each broad firm petal is beautifully waved. **75 cts. ea.; 3 for \$1.90; 25 for \$13.75.†**

★ **POULSEN'S YELLOW.** Introduced in America by The Conard-Pyle Company, fall 1939. This innovation, the first in its color class, a yellow Floribunda, proved so popular that fall sales took all our plants. We expect to have an ample supply and shall be glad to take orders for delivery, fall 1940.

★ **SMILES.** Pat. 331. Salmon-pink. You just have to smile with pleasure when you see the quantities of buds on this Rose pushing their way through the open blooms, anxious to get their chance to please you with their salmon-pink color and lovely form. **85 cts. each; 3 for \$2.15; 25 for \$15.65.†**

★ **WORLD'S FAIR.** Page 18. ① Patent applied for. Deep crimson. Because of its freedom of bloom, this deep crimson Rose was chosen by experts as the best new continuous-blooming Rose to represent the owners at the World's Fair, and it did so nobly. Those who saw it, now know the beautiful effect of mass planting. **\$1 each; 3 for \$2.70; 50 for \$40.†**

Hybrid Tea-like Polyanthas

★ **GRUSS AN AACHEN.** White to carmine. In June, the splendid 60-petaled flowers are creamy white, the new flowers, as the summer advances, gradually taking on a delicate flush of carmine which deepens in the fall. Makes a mass of lovely color all the time and lasts long when cut. **85 cts. each; 25 for \$15.65.†**

★ **WHITE AACHEN.** A sport of Gruss an Aachen with every good quality of the parent plant but flowers pure white. **75 cts. each; 25 for \$13.75.†**

3 Tea-form Polyanthas

Johanna Tantau and Topaz are excellent edging plants, for they grow about 9 inches in height and spread to a breadth of 18 inches or more. Continuous in bloom.

★ **JOHANNA TANTAU.** Cream-white. Very fragrant. Blooms are similar to Topaz, illustrated above, but are white. Low, spreading growth. **\$1 each.***

★ **MILLE. CECILE BRUNNER.** ③ Seashell-pink. The "Sweetheart" Rose. Makes sprays of rosy pink "baby" buds that open to seashell-pink. Delightful fragrance. **85 cts. each.***

★ **TOPAZ.** ① Pat. 300. Exquisitely formed sulphur-yellow buds open to starry blooms that do not fade white. This might aptly be called "Golden Sweetheart." **\$1.25 each; 3 for \$3.15.†**

6 Cluster-Flowered Polyanthas

★ **BABY CHATEAU.** Maroon. A variety that provides the darkest color in a field of Roses. **75 cts. each.***

★ **BELVEDERE.** Deep crimson. Grows about 1½ feet. Very dark red, with blackish shadings. **\$1 each.***

★ **CHATILLON.** ② Clear pink flowers come continuously like huge heads of phlox. **85 cts. each.***

★ **GLORIA MUNDI.** ④ Orange - scarlet. A flamboyant flaming color. **85 cts. each.***

★ **IDEAL.** ⑤ Garnet. One of the finest of the brilliant red Polyanthas. Growth about 2 feet. **85 cts. each.***

★ **ORANGE TRIUMPH.** ⑥ Well-formed fully double sparkling flowers of scarlet-orange come in great clusters throughout the season. A real triumph. **85 cts. each.***

5 One each of above Polyantha Roses marked ⑤, value \$4.25, for **\$3.65**
ASK FOR OFFER 19

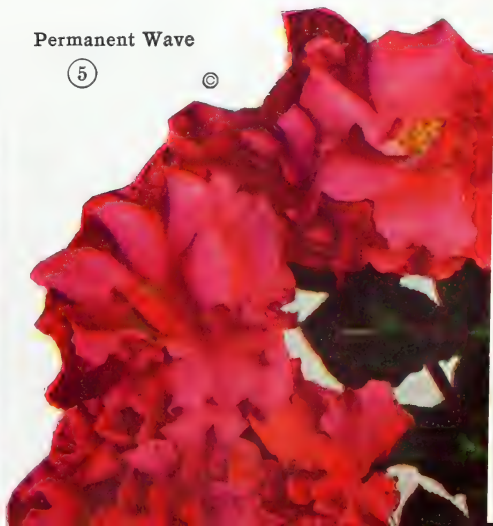
During the past season the Floribunda and Polyantha Roses, joyous trouper of the flower kingdom, provided a lavish display of flowers that lasted from early in June until well into November. These amazing Roses continued to bloom after several visits from Jack Frost had eliminated other flowers. The picture below shows their use in a border.



Permanent Wave

⑤

©





Hardy Climbing Roses Skyline Your Garden

With Hardy Climbing Roses, abundantly in bloom, you can add inexpensive yet delicious delights to your June Flower Show. Train them on arches, arbors, pergolas, fences, or trellises and you can count on more bloom per ground space occupied than from any other hardy, high-class flowering plant. The Pillar Roses, which grow 6 to 8 feet, make delightful color accents when trained upon stakes in different locations selected in a garden or anywhere on one's grounds. Half a dozen plants of Flash, gleaming for weeks on your property, would give daily thrills of delight and be a neighborhood sensation.

The letters after the names indicate the type of growth: C., Climbers. Vigorous varieties that make massive canes. They climb many feet. Prune only dead wood and surplus growth. Pillar Roses grow only 6 to 8 feet.

★ **JUNE MORN.** ① Pillar. Early. (J. H. Nicolas, 1939.) Patent applied for. This brilliantly colored new Pillar Rose blooms profusely in June, the large, fully double flowers of red and gold coming in many-flowered clusters. In favorable seasons it is reported to bloom again in the fall. **\$2 each; 3 for \$5.4**

★ **ALBERTINE.** C. Midseason. Coppery pink. Double flowers with large petals, coppery chamois inside; re-

© ★ June Morn ①

verse bright salmon. Noted for vigorous, healthy growth and great showy blooms. **\$1 each.***

★ **CLIMBING AMERICAN BEAUTY.** C. Very early. Large, sweet-scented, light crimson or deep rose-pink flowers decorate the plant from base to top. **85 cts. each.***

★ **AMERICAN PILLAR.** C. Midseason. Pink. The most spectacular and pleasing Rose of this type. The fragrant flowers are single but come in immense heads of from 20 to 40, each head held erect on a straight, stiff stem. Unequaled for mass decorations. In England this has been rated the finest Climbing Rose in existence. **85 cts. each.***

★ **CORALIE.** C. Early. Orange-salmon. Blooms are orange-red to orange-salmon and are long lasting. **85 cts. each.***

★ **DOUBLOONS.** ③ C. Midseason. Pat. 152. Yellow. This is one of the hardest of the new yellow Climbing Roses. The well-formed buds open to large, firm-textured blooms of saffron-yellow. **\$1.50 each; 3 for \$3.75.4**

★ **DR. HUEY.** Pillar. Midseason. Deep crimson-maroon. Blooms profusely with medium-sized flowers of the darkest color of any Climbing Rose on the market. Grows 8 to 10 feet. **\$1 each.***

★ **DR. W. VAN FLEET.** C. Early. Flesh-pink. Has the same bloom and foliage as New Dawn (see illustration, page 22) but so vigorous in growth it will cover the side of a garage. **75 cts. each.***

★ **ELEGANCE.** C. Early. Plant Patent applied for. Yellow. The growth is very vigorous. Buds are long and light in color, and open to large, well-modeled, spectrum-yellow flowers, with graceful, recurving petals that tend to hide the light-colored outside petals. **\$1 each; 3 for \$2.50.4**

★ **EMILY GRAY.** C. Early. Yellow. A fragrant Rose which opens truly yellow. Glossy holly-like foliage. **85 cts. each.***

NEW CLIMBING ROSES

3 ★ **Flash.** Vivid scarlet. Page 21.
★ **Doublons.** Saffron-yellow. See below. **\$3.35**
★ **New Dawn.** Pink. Page 22.
ASK FOR OFFER 20 Value \$4.00

★ Paul's Scarlet Climber

②



★ Doublons

③





★Spanish Beauty (Mme. Gregoire Staechelin) ①

HARDY CLIMBING ROSES, continued

★**FLASH.** ② Pillar. (R. M. Hatton, 1938.) Patent applied for. Vivid orange-scarlet. No need to call the neighbors to see this Rose; they will be calling to know what you have flaming in your garden, for this is the most vividly colored Pillar Rose in existence. The lovely buds are yellow with a scarlet suffusion, they open to gleaming orange-scarlet blooms with the centers richly furnished with a heavy mass of golden anthers. Grows 6 to 8 feet. One who had seen Flash bloom wrote, "Your color-plate is not bright enough." *Gold Medal, Rome, 1939.* An "All-America Rose Selection." \$1 each; 3 for \$2.70.+

★**GARDENIA.** C. Early. Yellow. Masses of slim, tapering, yellow buds open to creamy white flowers. 85 cts. ea.*

★**GOLDEN CLIMBER.** C. Pat. 28. Golden yellow. The Hybrid-Tea-flowered Climber. It is very hardy, long lasting, and blooms are generally solitary on stems often 18 inches or longer. \$1 each; 3 for \$2.50.+

★**GOLDEN GLOW.** C. Pat. 263. Midseason. Yellow. The color is a pure cadmium-yellow. Flowers are of Hybrid Tea form. \$1 each; 3 for \$2.50.+

★**JACOTTE.** C. Midseason. Orange-apricot. The plants have varnished, holly-like foliage. Color is apricot-orange, with tints of copper-red. \$1 each.*

★**MARY WALLACE.** C. Early and very hardy. Rose-pink. Long buds and charming large flowers of a brilliant warm pink color. 85 cts. each.*

★**PAUL'S SCARLET CLIMBER.** Page 20. ② Pillar. Midseason. The most popular clear scarlet Climbing Rose yet grown. 75 cts. each.*

★**PRIMROSE.** C. Midseason. Primrose-yellow. The rosette-shaped, primrose-yellow blooms hold their color better than others of this type. 85 cts. each.*

★**SILVER MOON.** C. Midseason. Primrose buds open to large, semi-double, creamy white flowers. 85 cts. each.*

★**SPANISH BEAUTY**
(Mme. G. Staechelin).

① C. Pearl-pink. Early. Long-pointed buds of crimson open to great, urn-shaped flowers of iridescent pearl-pink which come singly on long stems. Deliciously fragrant. 85 cts. each.*

★**WICHURAI-ANA.** Creeper. Late. White. For retaining embankments. This Rose "creeps" and roots where it touches soil. Shiny foliage. Flowers single, white, followed by brilliant red berries. 65 cts. each.* 50 or more, 50 cts. each.+

★**VIRGINIA.** Pillar. Midseason. Scarlet-rose. Enormous flowers of scarlet-rose or flame color. Fragrance like red raspberries. \$1 each.*

BEAUTIFY YOUR GARAGE WITH HARDY CLIMBING ROSES

These 5 rapid-growing Hardy Climbing Roses will quickly cover a garage, fence, or trellis and give you masses of colorful Roses for several weeks.

1 DR. W. VAN FLEET.	Flesh-pink.....	\$0 75
1 SPANISH BEAUTY.	① Pearl-pink.....	85
1 JACOTTE.	Orange-apricot.....	1 00
1 PAUL'S SCARLET CLIMBER.	Page 20 ②..	75
1 SILVER MOON.	Creamy white.....	85

5 The above 5 free-blooming Hardy Climbers (value \$4.20) for..... **\$3.45**

ASK FOR OFFER 21



②
★**FLASH.**
Excitingly brilliant but not gaudy. Early and profuse in bloom.

REPEAT BLOOMING CLIMBING ROSES

These Roses have all been easily wintered at West Grove when planted in sheltered situations or given protection from winter and early spring sun and wind. New Dawn and Prosperity have proved quite hardy without protection.

★**BLAZE.** Pillar. Pat. 10. Scarlet-crimson. Resembles Paul's Scarlet Climber. Grows to about 8 feet and under favorable conditions often repeats in the fall. \$1 each; 3 for \$2.50.†

★**CLIMBING DAINTY BESS.** Cl. H.T. Pillar. Rose-pink. This is a climbing sport of the lovely Dainty Bess Rose with the same charming rose-pink, five-petaled blooms, decorated in the center with a mass of long, wine-red filaments. \$1 each.*

★**CLIMBING TALISMAN.** Cl. H.T. Pillar. Multicolored. A climbing sport of the famous Talisman Rose with multicolored blooms. \$1 each.*

★**GUINEE.** Cl. H.T. Pillar. Maroon. Just one bloom of this dusky, deep maroon, Damask-scented, velvety-petaled beauty would repay a season's care, for it is simply perfect in form, color, and alluring fragrance. Best reports of bloom have come from the Pacific Northwest, Georgia, southern France, and Morocco where they have a long growing season. This plant must be mature and sunkist to bloom its best. \$1.25 each.*

★**MERMAID.** C. Sulphur-yellow. This vigorous Climber has very distinctive, leathery foliage and its immense, single blooms of sulphur-yellow are glorified with a heavy, shaggy mass of rich golden anthers. The flowers come freely all season. \$1 each.*

★**PROSPERITY.** Pillar. White. A lovely, fragrant, oak-hardy Rose for pillars or low fences, as it grows only about 7 feet. The well-formed flowers are full petaled and come in great clusters all the growing season. Color is white with a dainty pink flush in the center. The hardiest, most continuous-blooming Pillar Rose. \$1.25 each.*

★**SCORCHER.** Cl. H.T. Pillar. Scarlet. A spectacular Rose from Australia. Semi-double flowers of brilliant scarlet come on long stems and repeat throughout the season. \$1 each.*

★**SOUV. DE CLAUDIUS DENOYEL.** Cl. H.T. Pillar. Crimson. Deliciously fragrant, large, perfect crimson blooms that resemble the lovely Rouge Mallerin Rose which is shown in color on page 17. \$1.25 each.*

★**VICOMTESSE PIERRE DU FOU.** Cl. H.T. Pillar. Lovely Hybrid Tea blooms of dark pink with orange base. \$1 each.*

STANDARD or TREE ROSES

5 EVERBLOOMING VARIETIES

Tree Roses can be planted in beds with your other Roses, as they occupy little ground-space, and they add greatly to the beauty of any Rose-garden, or they can be used with delightful effect along driveways. Our plants are budded on selected, heavy, straight, 3½-foot stems, and will bloom all summer and until frost with the regular bush Hybrid Teas. Tree Roses give an added look of distinction to any garden. Stock is limited, so order early.

★**ETOILE DE HOLLANDE.** H.T. Crimson. The finest crimson-flowered Tree Rose.

★**MME. EDOUARD HERRIOT.** H.T. Coral-red. Earliest of all to bloom. Excellent in Tree form.

★**MRS. E. P. THOM.** H.T. Clear yellow. Blooms come freely on erect stems.

★**PRESIDENT HERBERT HOOVER.** H.T. Multicolored. Flowers are scarlet, yellow, cerise-pink, and flame color. Splendid form and free in bloom.

★**RADIANCE.** H.T. Two-tone pink. Constant in bloom.

PRICE: \$3.50 each; 6 for \$18.† No further discount.

By express only, delivery not prepaid

5 Everblooming Tree Roses \$14

Value \$17.50 for

One each of the 5 varieties offered above

ASK FOR OFFER 22



© ★ New Dawn. Everblooming

★**NEW DAWN** (Everblooming Dr. W. Van Fleet). Pat. 1. Blush-pink. Awarded the Bloomfield Gold Medal by The American Rose Society for "the best hardy Everblooming Climbing Rose ever produced anywhere in the world." This record remains unchallenged.

We have a specimen plant in our display garden with 12 to 15-foot canes, well clothed with rich green foliage, that year after year in June provides masses of lovely, pale pink, fragrant blooms, like Tea Roses, on long cutting stems, and repeats its bloom until hard frost. We can always cut buds and blooms from this plant in November.

With New Dawn you can beautify your garage with Roses from June until frost or use it on arches, arbors, fences, and trellises. It is charming wherever planted and has our heartiest endorsement as the only truly hardy, vigorous-growing, truly everblooming Climbing Rose. \$1.50 each; 3 for \$3.75.†



Note how New Dawn blooms

★Rosa Hugonis
Makes a lovely informal hedge

①



SPECIES, H.P., RUGOSA, MOSS AND PARK ROSES

★ROSA HUGONIS, "The Golden Rose of China."

① Species. The aristocrat of hardy flowering shrubs. The extreme hardiness of this lovely "Golden Rose of China," its habit of blooming early in May, and the long wands of fairy-like blossoms, all go to make Hugonis one of the most valued shrub Roses. The graceful, arching branches are completely covered with bloom to the very tips in early May. This beautiful shrub Rose, with its dainty acacia-like foliage and graceful growth, makes a distinctive and almost impenetrable hedge. Plant 15 inches apart for a hedge, but if used as specimen shrubs plant 6 feet apart to allow for proper development. Requires no attention, and blooms best when planted in good unfertilized soil. 85 cts. each.* 50 or more at 60 cts. each.*

★AUSTRIAN COPPER. Single blooms, coppery red on the inside and yellow on the outside of the petals. Looks like a bush of brilliant butterflies. \$1 each.*

★HARISON'S YELLOW. Bright yellow. The well-known bright yellow shrub Rose. 85 cts. each.*

★YORK AND LANCASTER. Damask. Striped red and white, but occasionally all red. \$1 each.*

8 Hybrid Perpetuals

★FRAU KARL DRUSCHKI. ● White. 85 cts.*

★GENERAL JACQUEMINOT. ● Clear red. 85 cts.*

★HENRY NEVARD. ● Crimson-scarlet. \$1 each.*

★MRS. JOHN LAING. ● Solid pink. 85 cts. each.*

★PRINCE CAMILLE DE ROHAN. ● Velvety crimson-maroon. 85 cts. each.*

★SYMPHONY. Pat. 79. Everblooming. Lovely pale rose, deep pink center. \$1 each; 3 for \$2.50.*

★ULRICH BRUNNER. ● Cherry-red. 85 cts.*

★URDH. ● Old-rose. Deliciously fragrant. \$1.*

7 The above 7 Splendid Hybrid Perpetual
Roses marked ●. Value \$6.25
ASK FOR OFFER 23 \$5.25

Hybrid Rugosa Roses

★AGNES. Pale amber color. Growth 6 to 8 ft. \$1.*

★BLANC DOUBLE DE COUBERT. White. 85 cts.*

★DR. ECKENER. Clear pink. \$1 each.*

★RONSARD. Pat. 284. Red inside, reverse creamy yellow. Blooms all season. Grows 1½ to 2 feet. \$1.50 each; 3 for \$3.75.*

★ROSE A PARFUM DE L'HAY. Crimson. 85 cts.*

★VANGUARD. Orange-salmon and copper. \$1.*

Three Park Roses

Very hardy and suitable for park planting or around the home as decorative specimen plants. They grow about 4 feet high and the same across. All bloom continuously.

★MARTHA LAMBERT. ● New 1939. Single, vivid scarlet flowers, 1¼ inches across, come in great, brilliant clusters. Continuous in bloom. \$2 each.*

★MABELLE STEARNS. Pat. 297. (Horvath.) Hardy as an oak. Fully double, medium-sized pink blooms cover the bush. Spreading growth. \$2 each.*

★GARTEN DIREKTOR O. LINNE. ● New 1939. Double flowers, like dainty pink rosettes, come in great spikes of 100 or more. Continuous in bloom. \$1.50 each.*

Ask for OFFER 23a. The two marked ● \$3.25

*See Quantity Prices, page 3

†No further discount

Two Old Moss Roses (Do not prune)

The unique, soft green, mossy sepals have a spicy fragrance when lightly pressed.

★COMTESSE DE MURINAIS. White. Beautifully and heavily mossed. Very hardy. 85 cts. each.*

★CRESTED MOSS (CHAPEAU DE NAPOLEON). Rosy pink buds heavily crested with moss. Unique and lovely. 85 cts. each.*

OFFER 23b. The 2 Moss Roses for \$1.50

★F. J. Grootendorst

For hedges ②



★F. J. GROOTENDORST. ② Hybrid Rugosa. Crimson flowers. Grows to 3½ or 4 feet. Continuous-flowering, very hardy hedge-plant. 85 cts. each.*

★MAX GRAF. ③ Rugosa x Wichuraiana. An ideal trailing Rose. 65 cts. each.*

★WICHURAIANA. Creeping Rose. See page 21.



★Max Graf. For ground covering ③



1. Sensation

2. Pink Charm.

(Above) Lovelight

3. The Chief

Brilliant Hardy Chrysanthemums

These brilliant autumn flowers, with their gay gipsy colors, give more money value than almost any other winter-hardy plant. They are as easy to grow as grass and each plant presents such a mass of spicy blooms

that you have plenty for indoor enjoyment without disturbing your garden show.

CULTURE. Expert cultural directions go with every order. All you need is good garden soil.

PRICES { 30-ct. kinds are 3 for 75 cts.; 12 for \$2.50

50-ct. kinds are 3 for \$1.35; 12 for \$5.

40-ct. kinds are 3 for \$1; 12 for \$3.75

} **Postpaid**

46

GAY-COLORED CHRYSANTHEMUMS

All on pages 24 and 25

Just picture in your garden the twelve exquisite varieties here illustrated, with 34 others just as lovely and all distinctly different, to delight you with their spicy brilliant blooms from late August until hard frost.

ASK FOR OFFER 24

Value \$15.50 for

\$10

Delivery prepaid

10 Early-Flowering Single Koreans

The flowers of these lovely Koreans laugh at light frosts and continue to bloom into November.

Apollo. Bronze-red, old-gold, and salmon. 30 cts.

Ceres. Old-gold, chamois-yellow and soft coppery bronze. 30 cts.

Daphne. Daphne-pink enriched with shining lilac-rose. 30 cts.

Diana. Rose-pink, lilac-rose, and salmon. 30 cts.

Louise Schling. Glowing salmon-red. 30 cts.

Nancy Copeland. Luminous spectrum-red. 30 cts.

Pink Lustre. Orchid-pink. Distinct from all other kinds. 30 cts.

Sappho. Brilliant clear yellow. 30 cts.

Saturn. Sparkling orange and bronze with a soft orange halo around the golden center. 30 cts.

Vesta. Deep golden yellow flowers over 2½ inches in diameter. 30 cts.

OFFER 24a. Above 10 lovely Koreans (Value \$3) **\$2.35**
Postpaid

9 Selected Newer Kinds See 8 in color

Acacia. New 1940. Sept. 25. 2 ft. Masses of small, glittering semi-double yellow blooms. 50 cts.

Ember. Decorative Pompon. See illustration. Oct. 15. 2½ feet. Brilliant glowing bronze. 40 cts.

King Midas. Decorative. See illustration. Sept. 20. 2½ feet. Large flowers of charming soft yellow. 40 cts.

Lovelight. Semi-double. See illustration. Sept. 20. 2½ feet. Lovely coral-pink. 40 cts.

Pink Charm. Semi-double. See illustration. Sept. 25. 2 feet. Deep glowing pink. 40 cts.

Rose Glow. Decorative. See illustration page 25. 1½ feet. Oct. 5. Raspberry to rose-color. 50 cts.

Sensation. Single. See illustration. Oct. 1. 2 feet. Vivid red with golden center. 40 cts.

The Chief. Semi-double. See illustration. Oct. 1. 2½ feet. Scarlet with reverse yellow. 40 cts.

The Moor. Decorative. See illustration. Sept. 20. 2 feet. Brilliant port-wine-red or amaranth color. 40 cts.

OFFER 24b. Above 9 new varieties, postpaid, **\$2.90**

The Moor

King Midas

Ember



3 New "Spoon" Chrysanthemums \$1.35

We offer, by special arrangement, three new hardy "spoon" Chrysanthemums originated by our good friend Eugene H. Michel, of Dreer's, as the result of many years of careful, painstaking hybridizing. These we consider to be the outstanding Chrysanthemum novelty of the season. They are attractive and really different. The petals are tubular for most of the length, flattening out near the tips so that each petal really assumes the shape of a miniature spoon. The blooms come on long stems and make the most unique novelty you can imagine, both for the garden and cutting. They are as easy to grow as other Hardy Chrysanthemums and last a long time when cut. You will enjoy having these new "spoon" flowers to show to your friends.

Pink Spoon. Dainty single flowers of a light rose or shell-pink. Note the "spoon" at the end of each long, tubular petal. 50 cts. each.

Yellow Spoon. This variety resembles the Pink Spoon but is more double. This, however, does not in any way detract from the beauty of the plant and flowers. 50 cts. each.

White Spoon. This variety also resembles Pink Spoon, but, like Yellow Spoon, is more double. 50 cts. each.

OFFER 25. Above 3 New "Spoon" Chrysanthemums, \$1.35 postpaid

6 CUSHION TYPE for \$1.50

Amelia. Sept. 10. 15 inches. Mound-like plants covered with 2-inch, flat, lavender-pink flowers. 30 cts.

Early Bronze. Late August. 2 feet. One of the earliest of all hardy "Mums." Its color is a light bronze which fades but little. 30 cts.

King Cushion. Sept. 10. 1½ feet. Bronzy salmon and pink. 30 cts.

Queen Cushion. Sept. 10. 15 inches. A white Amelia. 30 cts.

Red Cushion. New. Early Sept. 2 feet. A dark morocco red which blooms with Early Bronze. 30 cts.

Sunny Boy. Late Aug. 2 feet. A yellow Early Bronze. 30 cts.

OFFER 25a. The above 6 (value \$1.80) for \$1.50

10 STANDARD KINDS for \$2.25

Caliph. Decorative Pompon. Oct. 10. 2½ feet. Ox-blood-red. 30 cts.

Hiawatha. Decorative Pompon. Sept. 30. 2 feet. Cinnamon color. 30 cts.

Indian Summer. Decorative Pompon. Oct. 15. 2 feet. Vivid glowing orange color. 30 cts.

Jean Cumming. Decorative. Sept. 15. 2 feet. Large, white flowers, with a yellow and blush shading at the center when first open. 30 cts.

Jean Treadway. Decorative. Oct. 1. 2 feet. Clear sparkling pink, changing to soft pink, shading lighter with age. 30 cts.

Nokomis. Decorative Pompon. Oct. 5. 2 feet. Full, ball-shaped flowers, deep lavender with every petal tipped light lavender. 30 cts.

R. Marion Hatton. Decorative Pompon. Sept. 25. 3 feet. Produces surprising quantities of clear canary-yellow flowers. 30 cts.

Ruth Hatton. Decorative Pompon. Oct. 1. 3 feet. Flowers of clear ivory-white, with a lemon tint in the center when opening. 30 cts.

Sequoia. Decorative. See illustration. Oct. 5. 3 feet. Fully double flowers of amber-yellow with deeper shadings. 30 cts.

Topsy. Decorative. Oct. 1. 18 inches. Glittering golden yellow. 30 cts.

OFFER 25b. The above 10 (value \$3) for \$2.25

4 POMPON CHRYSANTHEMUMS for \$1

Cydonia. Oct. 15. 15 inches. Orange-mahogany. 30 cts.

Ermalinda. Oct. 16. 3 feet. Light violet—an attractive shade. 30 cts.

Jane Saunders. Oct. 20. 3 feet. The bronzy orange Pompons come in compact clusters on long stems. 30 cts.

Judith Anderson. Oct. 5. 1½ feet. A mass of clear buttercup-yellow blooms, 1½ inches across, completely cover the plants. 30 cts.

OFFER 25c. The 4 "Pompons" (value \$1.20) for \$1

4 BUTTON CHRYSANTHEMUMS for \$1

Late-blooming and unusually long-lasting when cut.

Bright Eyes. Oct. 20. 18 inches. Blush-white, with a dark red center. One of the prettiest of the Button type. 30 cts.

Ethel. Oct. 15. 18 inches. A lovely, bronze-red, miniature pompon. Flowers are about 1 inch in diameter. 30 cts.

Minnehaha. Oct. 10. 2 feet. Garnet-bronze and crimson. 30 cts.

Nuggets. Oct. 18. 2 feet. The best deep yellow. 1-inch flowers. 30 cts.

OFFER 25d. The 4 "Buttons" (value \$1.20) for \$1, postpaid

UNUSUAL VALUE

12 One each Sensation, Pink Charm, The Chief, and The Moor shown in color on opposite page; also the 8 selected kinds, Early Bronze, Jean Treadway, R. Marion Hatton, Judith Anderson, Minnehaha, Nokomis, Louise Schling, and Hiawatha. A splendid assortment of colors and types. (Value \$4), postpaid for

\$3

ASK FOR OFFER 25e



New "Spoon" Chrysanthemums (about ½ size)



SEQUOIA (Decorative)



ROSE GLOW (Decorative). See p 24



ASTER FRIKARTI. Illustrated above. This lovely Hybrid Aster is one of the finest perennials introduced in recent years. The bushy plants, which grow about 2 feet tall and more in diameter, have proved hardy with sub-zero temperatures. The sky-blue single flowers are $2\frac{1}{2}$ to 3 inches in diameter, with 35 to 50 petals, and deliciously fragrant. They last a long time on the plant and make a charming outdoor show. If cut just before opening, the flowers will hold their color and keep fresh for 10 days or more. Blooms will start early in summer and keep up continuously until frost. Prices are the lowest yet, to enable you to plant a number. **40 cts. each; 3 for 95 cts.; 6 for \$1.79, postpaid.**



New Gaillardias
Barnes Ruby and Mr. Sherbrook

DELPHINIUMS

PINK SENSATION. Patent 324. The first clear pink Delphinium ever offered. A delightful new variety and a most interesting novelty. The plant is very vigorous, mildew-free, and grows to a height of about 4 feet. It resembles the Belladonna type in foliage and size of the individual blooms. The light rose-pink flowers appear in early June and repeat almost continuously. An ideal plant for the border and for cutting. The plants are hardy, having lived perfectly through two winters in New York State. This lovely new variety is slow to propagate. It is therefore expensive and we believe will remain so. We supply strong plants to bloom this summer. Here is a really new desirable plant to enjoy and show your friends. **\$1.50 each; 3 for \$3.75, postpaid.**

BLACKMORE & LANGDON HYBRIDS. See illustration below. Plant these aristocratic flowers to make the high-spot in your garden. In form they range from single to double. In colors from deep violet down to the palest lavender, with all the tints imaginable modifying these colors; every flower has a lovely "bee" and many are deliciously fragrant. Plants cut back after the first bloom have produced wonderful spikes again in September. **50 cts. each; 3 for \$1.35; 12 for \$5, postpaid.**

WREXHAM STRAIN. The Hollyhock type, with its long, tapering spikes of extra-large flowers in a wide range of shades. **3 for 75 cts.; 12 for \$2.50, postpaid.**

PACIFIC HYBRID, WHITE. Splendid spikes of pure white, double flowers on 3 to 4-foot wiry stems. Plants vigorous. **\$1 each; 2 for \$1.75, postpaid.**

BELLADONNA (Everblooming Hardy Larkspur). The most continuous-blooming Delphinium and the best for cutting, as each plant has many branches. Clear turquoise-blue flowers are freely produced. 3 to 4 feet. June to October. Charming when arranged in vases with light pink roses. **3 for 75 cts.; 12 for \$2.50, postpaid.**

BELLAMOSUM. Everblooming. The dark blue form of Belladonna. 3 to 4 feet. **3 for 75 cts.; 12 for \$2.50, postpaid.**

12 Delphiniums \$3.50 Ppd.

Including

- 3 Blackmore & Langdon
- 3 Wrexham 3 Belladonna
- 3 Bellamosum

For quantities of bloom this year

ASK FOR OFFER 26



© New Delphinium
Pink Sensation



Delphiniums
Blackmore & Langdon Hybrids

TWO NEW GAILLARDIAS

These new, brilliantly colored Gaillardias are dependably hardy. The blooms, on sturdy 18-inch stems, are far superior in color to the older kinds. Lovely in the garden and for cutting all summer long. **40 cts. each; 3 for 95 cts.; 6 for \$1.79, postpaid.**

BARNES RUBY. A really new color in Gaillardias. The flowers are brilliant ruby-red, having no hint of brown or yellow.

MR. SHERBROOK. Large, full flowers of golden yellow with a mound of pale yellow in the center. Resembles the popular Sun God, but in our experience it is much easier to grow.

6 Three each of above two Gaillardias **\$1.79**
ASK FOR OFFER 26a

4 New Perennials for All-Summer Bloom **\$1.40**
One each, Aster Frikarti, Barnes Ruby and Mr. Sherbrook Gaillardias, and Phlox, Harvest Fire
ASK FOR OFFER 26b



New Phlox, Harvest Fire

BRILLIANT HARDY PHLOX

Shades of Red, Pink, Lavender and also White

No other flowers bring a sweeter recollection of lovely old-fashioned gardens than these brilliant, fragrant Phlox which have always been favorites with folks who appreciate their beauty. The great heads of bloom provide a glorious show from early summer until mid-autumn.

In addition to their colorful display, Phlox have a delightful, soothing fragrance all their own, which you will enjoy to the full on quiet summer evenings after work is done.

Below are included **our choice** of the latest American and European novelties, in addition to the always-wanted kinds in the older, better-known varieties. All we offer are dependably good.

THE ENTIRE COLLECTION ON THIS PAGE

23 All these lovely fragrant Phlox, including shades of red, pink, lavender, and white for **\$6.15**
ASK FOR OFFER 27

TWO NEW PATENTED PHLOX

Augusta. Pat. 252. A beautiful, vivid-colored variety with exceptionally good qualities. The open flowers are brilliant cherry-red, intense and sparkling, and the color remains perfect under all weather conditions. 50 cts. each; 3 for \$1.40.

Columbia. Pat. 118. A glorious Phlox in every way. One of the keenest garden critics in this country says, "It is the finest Phlox produced in 20 years." It has splendid, vigorous growth and the foliage seems immune from mildew and fungous diseases. The color is cameo-pink, with a faint blue eye, and the massive heads of bloom are held erect on strong stems. 40 cts. each; 3 for \$1.10.

6 Three plants each, } **OFFER No. 27a \$2.40**
Augusta and Columbia

7 NEWER, BETTER PHLOX

Except as noted, 40 cts. each; 3 for 95 cts., ppd.

Caroline Vandenberg. Midseason. 2½ feet. Lovely lavender-blue flowers. Sweet scented.

Harvest Fire. Midseason. 2 to 2½ feet. Brilliant salmon-orange flowers. 50 cts.

Leo Schlageter. Midseason. 3 feet. Light carmine-scarlet with slightly darker center.

P. D. Williams. Midseason. 2½ feet. Large, apple-blossom-pink flowers with dark centers.

Rosea superba. Light salmon-pink with deep pink eye. Enormous, pyramidal panicles of flowers. Extra fine. 50 cts.

Rosenkavalier. Midseason. 2½ feet. Makes great trusses of beautiful rose-red which does not fade. Mildew resistant.

Tigress. Midseason. 2½ to 3 feet. The trusses are huge pyramids of brilliant orange-scarlet. New and really fine.

OFFER 27c. Above 7 New Phlox (value \$3) for **\$2.25**

12 OLDER STANDARD PHLOX

3 for 85 cts.; 12 for \$2.75, postpaid

●**Africa.** Midseason. 2 to 2½ feet. Color is dazzling, deep scarlet.

●**Brilliant.** Late. 3 feet. Shining scarlet; extra fragrant.

●**Daily Sketch.** Midseason. 2½ feet. Salmon with carmine eye.

●**E. I. Farrington.** Early. 2 feet. Beautiful bright salmon-pink.

●**Europa.** Midseason. 3 feet. White with a carmine eye.

●**George Stipp.** Midseason. 2 to 2½ feet. Deep glowing salmon with bright salmon eye.

●**H. B. May.** Late. 2 feet. The finest true pink Phlox.

●**Morgenrood.** Midseason. 2½ to 3 feet. Bright rose-red with deeper eye.

●**Mrs. Jenkins.** Late. 3 feet. Pure white. One of the best.

●**Painted Lady.** Midseason. 2½ feet. Silver-pink flowers having salmon shadings and cherry-red eyes.

●**Rokoko.** Midseason. 2½ feet. Clear soft pink.

●**Thor.** Midseason. 2½ feet. A standard salmon-pink.

OFFER 27d. Above 8 Phlox marked ● for **\$1.95**

OUR SELECTION. Splendid Value

For masses of bloom at minimum cost. We will include at least one good kind from our trial-grounds.

12 Lovely Phlox, our selection, all different. \$2 00

36 Lovely Phlox, our selection, 3 of a kind. 5 00

ASK FOR OFFER 27e

TWO EVERBLOOMING PHLOX

Miss Lingard. 2½ feet. White. Blooms from June until frost. 3 for 85 cts.

Pink Beauty (Miss Verboom). A lavender-pink Miss Lingard. 3 for 85 cts.

OFFER 27b. 6—3 each, Miss Lingard and Pink Beauty for **\$1.50**



New Phlox, Columbia

Hardy Perennials

PRICES: All Perennials, except as marked, are 3 for 85 cts.; 12 for \$2.75; 100 for \$18.50, delivery prepaid

AQUILEGIA (Columbine), Breeze Hill Hybrids. See illustration. They grow 2 to 3 feet tall and bloom in May and June. Thrive in sun or shade. Originated at the famous Breeze Hill Gardens of Dr. McFarland at Harrisburg, Pa. Uncommon art shades; extra-long spurs.

A. canadensis. The dainty red and yellow wild Columbine of the eastern states.

A., Crimson Star. New. Crimson petals and white corolla.

Offer 28. 9 Aquilegias: 3 each Breeze Hill Hybrids, Canadensis, and Crimson Star, for \$2.10, ppd.

AQUILEGIA longissima. Rare. Pale yellow flowers with remarkable spurs, often 4 inches long. 50 cts. each; 3 for \$1.35.

ASTER, Star of Wartburg. New. See illustration. Large, single, dark lilac-blue flowers with orange centers on 12-inch stems in early spring. A real gem for the garden or for cutting. 3 for \$1.

ASTERS, Dwarf Hardy. Here are three of the best of the new, dwarf fall-blooming Asters. The plants make compact mounds about 12 inches high and as much across. In September the foliage is hidden beneath a mass of flowers.

A., Lady Henry Maddocks. See illustration. Pink.

A., Lilac Time. Violet-blue flowers.

A., Ronald. Deep lilac-pink.

Offer 28a. 3 Dwarf Asters, 1 each of above varieties, for 80 cts., postpaid.

HARDY CARNATION, Miss America. This lovely, clove-scented Hardy Carnation is deep crimson and blooms all summer and fall. One of the most satisfactory everblooming Hardy Perennials that keeps brilliant color in the hardy border and provides flowers for cutting all season. 50 cts. each; 3 for \$1.25.

DICENTRA eximia (Plumy Bleeding-Heart). A 12-inch plant with beautiful finely cut foliage and showy racemes of pretty pink flowers throughout the entire season. Thrives in sun or shade.

GYPSOPHILA repens Bodgeri (Baby's Breath). Dwarf, double flowering. Makes clouds of tiny white flowers from July till frost. Beautiful for bouquets.

G., Rosy Veil. Like above, but the flowers are pink.

LAVANDULA vera (Lavender). Lovely, gray, aromatic foliage and fragrant flowers. One of the best beloved plants in old gardens.

LINUM perenne (Perennial Flax). Light blue flowers on wiry stems appear daily for months.

PYRETHRUM hybridum. See illustration. 2 feet. May, June. Long-stemmed, daisy-like flowers, lasting long when cut. The colors range from white, through various shades of pink and red to deep crimson. *Mixed colors only.*

Offer 28b. 12 Perennials for Spring Bloom: 4 Aquilegias, 1 each of 4 kinds, 2 Aster, Star of Wartburg, 2 Dicentra eximia, 2 Linum perenne, 2 Pyrethrum hybridum (Value \$3.70) for \$2.50, postpaid.

STOKESIA cyanea (Cornflower Aster). Large, Aster-like blooms of China-blue in September.

TRITOMA Pfitzeriana (Red-Hot Poker). See illustration. 2½ feet. August to frost. Makes a stunning show in the garden and is a striking cut-flower.

Offer 28c. 12 Perennials for Fall Bloom: 2 Dwarf Hardy Asters, 2 Carnation, Miss America, 1 Gypsophila Bodgeri, 1 Gypsophila, Rosy Veil, 1 Stokesia, 2 Tritoma, 3 Choice Hardy Chrysanthemums, all different, 12 in all (Value \$3.55) for \$2.50, postpaid.

VIOLA, Jersey Gem. See illustration. 6 inches. Everblooming. Makes a perfect edging plant for beds and borders. If faded flowers are kept cut, will bloom all the time. Pure violet-blue, fragrant blooms on 6-inch stems. 3 for 75 cts.; 12 for \$2; 100 for \$15, delivered.

V., Royal Gem. Same masses of bloom as Jersey Gem, but color is rich royal purple. 3 for 85 cts.; 12 for \$2.50.

VIOLETS, HARDY. Here are 3 of the choicest of these fragrant old favorites. All bloom freely in the spring.

V., Double Russian. Perfectly hardy. Very fragrant; purple. 50 cts. each; 3 for \$1.35.

V., Princess of Wales. Purple. Very fragrant.

V., Rosina. Rich rosy pink flowers.

Offer 28d. 3 Violets, 1 each of above, 95 cts., postpaid.

Outstanding Value. A Complete Perennial Garden

36 Perennials, all different, **\$6.85**
for all-season bloom

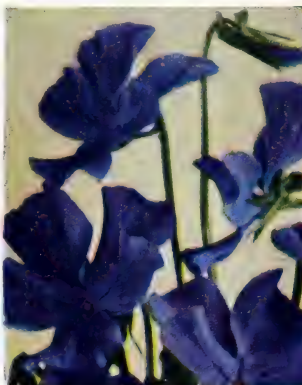
One each of the 22 Perennials on this page and in addition 3 Delphiniums, 2 Gaillardias, 1 Aster Frikarti, 4 Hardy Phlox, and 4 Chrysanthemums. A suggested planting plan for a bed 3 x 8 feet sent free with every order.

(Extra—1 surprise plant, different from any above, included free in each order.)

ASK FOR OFFER 28e



Aquilegia (Columbine)



Viola, Jersey Gem



Pyrethrum hybridum



Spring-flowering Aster,
Star of Wartburg



Hardy Dwarf Aster
Lady Henry Maddocks



Tritoma (Red-Hot Poker)

EXTRAORDINARY!!

A HARDY Everblooming Fuchsia, Scarlet Beauty

Here is something genuinely new and supremely interesting in the world of everblooming, compact shrubs, a really hardy Fuchsia which at maturity has upright wiry stems 3 feet in height, well clothed with lovely, lustrous foliage. The dainty, pendulous blooms, about 1½ inches long, are borne profusely, starting about the middle of June and continue without interruption until frost. Color is rose-red with corolla of mulberry-purple, and the quantities of these brilliant flowers against the background of glossy green foliage caused a visitor to remark "My, isn't that a scarlet beauty!" This remark suggested the name for this exquisite shrub. Strong potted plants, 65 cts. each, 3 for \$1.50, postpaid.

Two Evergreen Edging Plants

True Dwarf English Boxwood (*Buxus sempervirens suffruticosa*). The rich dark olive-green of True Dwarf English Boxwood adds finish, charm, and quietness to any garden, in addition to its delightful aroma, which has been associated for centuries with the charming gardens of Old England. Our plants are given space in which to grow so they are bushy and symmetrical.

4 to 6-in., bushy plants, \$2 for 10; \$18 per 100.

6 to 7-in., bushy plants, \$3 for 10; \$25 per 100.

Delivery not prepaid. Write for prices on larger quantities or larger sizes.

TEUCRIUM Chamædrys. Small, neat, glossy green foliage, as attractive as boxwood. Very hardy; grows compactly, making a beautiful edging plant and can be clipped to suit any height. Potted plants \$2 for 10, postpaid; \$12.50 per 100, delivery not prepaid.



New Hardy Fuchsia, Scarlet Beauty

CANNAS for Brilliant All-Summer Displays

Cannas are almost indispensable where a display of vivid color is needed. They bloom abundantly and unceasingly during hot summer months when other bright flowers may be wilting, and continue until cut down by hard frost. All Canna prices postpaid.

All below (except Rosamond Coles and The Ambassador) were originated by The Conard-Pyle Co.

We send growing potted plants when frost danger is past.

They bloom in six weeks from date of planting

● **AMERICAN BEAUTY**. 5 ft. Immense flowers of Oriental carmine or translucent cerise. 3 for 75 cts.; 12 for \$2.50.

● **GOLDEN WEDDING**. 3 ft. The largest-flowered dwarf bright yellow. 3 for 85 cts.; 12 for \$2.75.

● **HOLLYWOOD**. 4 ft. Orange-pink, shading to salmon-orange. 3 for 85 cts.; 12 for \$2.75.

● **KING MIDAS**. 5 ft. A real aristocrat. Glittering yellow. 3 for 85 cts.; 12 for \$2.75.

● **MRS. A. F. CONARD**. 4 ft. Glowing salmon-pink. 3 for 85 cts.; 12 for \$2.75.

● **MRS. HERBERT HOOVER**. 4 ft. Immense flowers of watermelon-pink. 3 for 85 cts.; 12 for \$2.75.

● **PALM BEACH**. 3½ to 4 ft. Maize-yellow and pearl-pink. 3 for 75 cts.; 12 for \$2.50.

● **RAZZLE DAZZLE**. 4 ft. Crimson-maroon, petals edged yellow. 3 for 85 cts.; 12 for \$2.75.

● **ROSAMOND COLES**. 5 ft. Reddish orange edged with golden yellow. 3 for 75 cts.; 12 for \$2.50.

● **THE AMBASSADOR**. 4 ft. Large cherry-red flowers. Bronzy foliage. 3 for 85 cts.; 12 for \$2.75.

● **THE PRESIDENT**. 4 ft. Rich, glowing scarlet blooms with firm petals come in immense heads. Like the Mrs. Pierre S. du Pont Canna, this is a Conard-Pyle introduction. The finest red Canna ever produced. 3 for 75 cts.; 12 for \$2.50.

● **MRS. PIERRE S. DU PONT**. 4 ft. For sheer beauty, we have yet to find the equal of this Canna. Continues producing new bloom-stalks with their marvelous heads of salmon-pink bloom from June till frost comes. Plant 6 or more for finest effect. 40 cts. each; 3 for \$1; 12 for \$3.

6 Distinctly different Cannas marked ● (Value \$1.72) for \$1.50

ASK FOR OFFER 29

12 The set of 12 Conard-Pyle Cannas, as named above. Every one a leader in its color class, postpaid for \$2.75

ASK FOR OFFER 29a

THE REGAL LILY (Lilium Regale)



Plant in clumps of 6 or more

Our illustration truly represents the glorious show the Regal Lily will make when planted in groups. No flower surpasses it in magnificence. It grows anywhere, in any soil, in sand or clay, in good loam or even in gravelly soil, provided only that the location is not too wet and not too shaded. The beautiful blooms come in June, often six or more on a stalk about 4 feet high. It is a vigorous grower with wiry stems. The flowers are deliciously fragrant and the petals pearly white inside, with a canary-yellow throat, the outside wine-color, yellow, and white beautifully blended. Plant 6 to 8 inches deep, in groups among perennials or along the edge of a shrub border. Our large-flowering bulbs produce splendid spikes the first year. Price, 3 for 65 cts.; 12 for \$2; 100 for \$15, postpaid.



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AIDS TO ROSE-GROWING

HOW TO GROW ROSES. New. See page 3

TRI-GEN. The all-purpose spray

A proved control for mildew and black-spot on Roses, and all kinds of plants. Also destroys aphids or plant-lice (green fly) and leaf-eating insects.

- A. Small Kit. For 12 to 20 Roses \$1 50
- B. Medium Kit. For 50 to 80 Roses 4 00
- C. Large Kit. For 100 to 160 Roses 6 00
- D. Estate Kit. For 400 to 600 Roses 20 00

By express only, delivery not prepaid

Star Rose Dust. Prevents mildew and black-spot. Lb. 45 cts.; 6 lbs. \$2.25, ppd.

Feeny Hand Dust Gun. \$1, postpaid.

Red Arrow Spray. For killing insects. Oz. 35 cts.; 1/4 pt. \$1, postpaid.

New Du-Spra Sprayer. For liquid sprays. 65 cts., ppd.

Stimulant Plant Tablets. Ideal for stimulating Roses. 100 for 75 cts.; 500 for \$2.50; 1000 for \$3.50, postpaid.

New Rose

★DOROTHY JAMES. H.T. New, Fall 1939. Named in honor of the daughter of the Governor of Penna. Immense, 60-petaled blooms of champagne-pink with carmine-rose reverse come regularly on plants that are noted for lovely, holly-like foliage. **\$2-each.***



★DOROTHY JAMES

NEW Miniature Roses

INTRODUCED IN U. S. A.
BY THE CONARD-PYLE COMPANY

"The Smallest Roses in the World" may sound like boasting—but here they are. We and you are both fortunate because these tiny Roses were imported from Europe just ahead of hostilities. When you look at them you forget everything unlovely—they are so charming, with every feature perfectly formed.

No, they are not fragile or tender. The sturdy little plants look tough as whalebone and we expect them to stand zero weather and not whimper. Tom Thumb stands it and he is Pixie's father.

They produce a steady succession of blooms. They are excellent (1) for cutting, (2) for the rock-garden, (3) they are precious for edging a flower-bed, (4) or you may want some for a kiddie's garden. Yes, for indoor use, too, they will grow in true conservatory conditions (but not in dry, hot air). One way to keep the miniature Roses healthy in a warm, dry living-room is to invert a glass bowl over each plant to conserve the moisture.

For people in cramped quarters, here is just the thing—a miniature garden and from it cut for miniature flower arrangements. It's fun! Fascinating!! For the variety of uses is endless.



★Baby Gold Star

★ PIXIE (Tip-Top of the Tiniest) Introduced by The Conard-Pyle Co.

Patent applied for. This diminutive dainty fairy is the world's tiniest, fully double white Rose. The full-blown blooms often have a faint tint of pink which adds to their charm. When cool weather comes both buds and open flowers show tints of pink. The tiny buds, perfectly formed, keep coming almost continuously on healthy, dwarf, compact plants with profuse, tiny lace-like leaves. The opening flowers become urn-shaped and finish like dainty white buttons. This little beauty comes at a time when choice pieces of diminutive pottery are in much demand. Provide for Pixie in a proper setting and you will have discovered the diamond of all the flowers. See illustration below.

Pot-plants, \$1 ea.; 3 for \$2.50; 25 for \$18.75, ppd.✦

★ BABY GOLD STAR Introduced by The Conard-Pyle Co.

Patent applied for. This little golden bantam Rose is delightful from the time the tiny streamlined buds open to fragrant blooms, golden yellow from the heart of the flower to the tips of the petals. Plants will reach 12 inches of rather angular growth. For table decoration it is delightful. Its dwarf growth and freedom of bloom make it excellent for garden planting in so many places, in perennial borders, around pools, etc. Much smaller than Mlle. Cecile Brunner (Sweetheart). The only yellow Rose suited for miniature vases. The buds shown above, ten of them in a tiny pitcher, are $\frac{3}{4}$ natural size; the smallest, daintiest yellow Rose ever offered.

Pot-plants, \$1 each; 3 for \$2.50; 25 for \$18.75, postpaid.✦



★Rose "Pixie," the jewel of them all

TINY TRIO

1 Pixie \$1 00
1 Baby Gold Star 1 00
1 Tom Thumb . . . 75

The 3 for \$2.35

OFFER 31

or 1 Pixie and 1 Baby Gold Star for \$1.85

OFFER 31a

Miniature Vases

4 Vases, each less than 2 in. high, in assorted shapes and colors, suitable for these little Roses or other flowers.

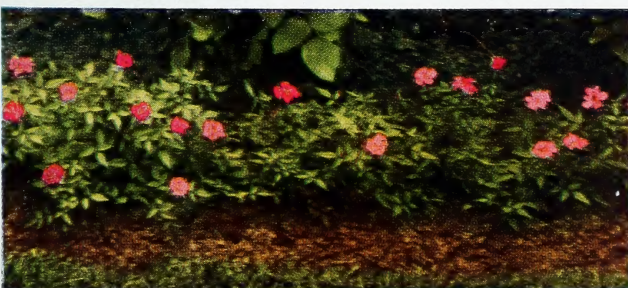
4 Vases for \$1, ppd.

OFFER 31b

Free with each Vase order, our illustrated circular on "Miniature Flower Arrangements."



★Tom Thumb



★Rosa Rouletti, Mother of Tom Thumb

★ TOM THUMB Plant Patent No. 169

Introduced in America by The Conard-Pyle Company. "A red Rose that can open inside a thimble, and a young plant you could cover with a coffee cup"—that, in a "nutshell," is Tom Thumb. Perfectly formed buds open urn-shaped before they finally flash out to glowing crimson blooms with a white center. **Potted plants, 75 cts. ea.; 2 for \$1.25; 25 for \$13.75, postpaid.✦**

★ ROSA ROULETTI

A rock-garden "gem" and also a gem of an edging plant. It is healthy and hardy and blooms continuously. The small, rose-pink, quite double flowers are an inch or more in diameter. **Pot-plants, 50 cts. each; 3 for \$1.25; 25 for \$10, delivery prepaid.✦**

① Pat. 303. Golden yellow. The long-stemmed, full-petaled blooms make splendid cut-flowers and come with remarkable freedom throughout the growing season. After exacting trials with a number of other aspirants, this Rose was chosen by Rose experts as the theme Rose for the 1939 California Exposition. A tall-growing golden yellow variety with faint clove fragrance. \$1.50 each; 3 for \$3.75.✚

①



Robert Pyle, Pres. West Grove, Pa.

②

★GIRONA.
H.T. (P. Dot, 1939)

Multicolored. The everchanging color of this beauty is a constant

②

Multi-colored. The
interchanging color of
the beauty is a constant
feature. It starts the grow-
ing season with buds of
red that open to beauti-
ful blooms of golden
yellow. The outside row of petals
is red, a charming combi-
nation. As the season advances these
colors change but are
always present. This superb Rose is
free in bloom and
each.*

is richly fragrant. **\$1.50 each.***

VALUE \$5.75

★ **Girona.** See below ★ **Dorothy James.** Page 30
★ **Faience.** Page 10 ★ **Golden Sastago.** Page 4

ASK FOR OFFER 32



THE CONARD-PYLE CO.



Girona,
1939
Novelty

One broadly experienced grower on November 1 reported of Girona, "It is the most fragrant Rose I know of a thousand varieties. It has splendid free growth, has a pointed bud all the time, and comes singly on long cutting stems with few thorns."

